SAMPLE TESTS: JEWELERS OF AMERICA SALES PROFESSIONAL CERTIFICATION

First Level: Jewelers of America Certified Sales Professional™ (CSP)

1) Identify the best reason for checking the diamonds in a ring before cleaning it:
   a. analyze the overall quality of the diamonds
   b. create additional time for the customer to linger around the showcases to see new merchandise
   c. identify loose diamonds or the use of a diamond substitute in order to notify your customer prior to performing any work on the item

2) When discussing benefits of purchasing a certain item, the technical qualities of the merchandise are typically the most important to the customer:
   a. True  b. False

3) The steps involved in leading the customer to the sale are:
   a. meet the customer’s needs, listen for objections, close the sale
   b. ask questions, overcome objections, turn over to someone else to close
   c. keep trying with trial closes until the customer agrees to purchase the item
   d. assume the sale, tie benefits to customer’s needs, listen and respond to buying signals, ask for the sale

4) Which one of the following illustrations provides the best example of a stone that is properly set into prongs:
   a.  
   b.  
   c.  

5) It is ethical to represent a gent’s cluster ring as having a total weight of one carat if it has 10 diamonds that each weigh .095ct.
   a. True  b. False

6) If you feel that the price marked on an item is incorrect, you should:
   a. sell the item at the marked price
   b. negotiate with the customer on a price in between
   c. leave it in the case for someone else to deal with
   d. check inventory records to affirm the correct price

Second Level: Jewelers of America Certified Senior Sales Professional™ (CSSP)

1) Fluorescence is a factor that can alter a diamond’s appearance.
   a. True  b. False

2) An extremely precise timekeeping device which has been tested rigorously for 15 days and nights, in 5 different positions and in 3 different temperatures by an independent, certified testing institute is called a:
   a. chronograph
   b. digital quartz movement
   c. chronometer
   d. analog quartz movement

3) An obviously upset customer has just entered your store and angrily proceeds to the counter, complaining about a defective item. You should:
   a. immediately get the manager
   b. smile, apologize and take the merchandise back, no questions asked
   c. ask him to calm down and lower his voice so as not to disturb the other customers
   d. assure him you will take care of it, then courteously try to determine why he is returning the merchandise

For questions 4-7, match the inspection observations to their likely cause, (a-d below):

4) ___ Tiny pin-like dots in the shank of a cast ring
   5) ___ A dark line across the base of the shank
   6) ___ A diamond that is very loose in its mounting
   7) ___ A thin, hair-like line through the pavilion of a diamond
      a. broken or damaged prong(s)
      b. porous casting
      c. a laser-drilled diamond
      d. a poorly done previous sizing

8) The most important reason for having and following firm policies with regard to customer service and returns is:
   a. to protect the store’s sales figures
   b. to maintain an adequate inventory balance
   c. to insure the fair and equitable treatment of all customers
   d. to insure that store management has control over customer situations

9) The most effective way to maintain customer confidence in your store after a customer has purchased a defective product is to give the customer the manufacturer’s name and address and suggest they write a letter of complaint.
   a. True  b. False
Sample Test Answer Key:
First Level: 1-c, 2-b, 3-d, 4-a, 5-b, 6-d
Second Level: 1-a, 2-c, 3-d, 4-b, 5-d, 6-a, 7-c, 8-c, 9-b