

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

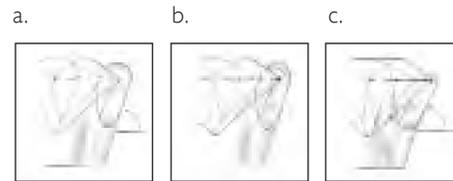
2) When discussing benefits of purchasing a certain item, the technical qualities of the merchandise are typically the most important to the customer.

- 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:



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

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

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

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