

Maximize Your Profits with AGTA Educational Tools On Sale Now!!

As the *Authority in Color*, the AGTA offers effective, useful sales tools that can educate your sales staff and your customers. And just in time to prepare for the holiday selling season,

AGTA is offering 50% off of all educational brochures and gem cards!



Gem Cards are a solid addition to any colored gemstone and cultured Pearl section of your retail store. Use them to educate your sales staff; the cards provide basic details about gemstones, including the history and lore, as well as basic care tips. They offer your sales associates important touch points to discuss with your customer. You can also use them as mailers for important upcoming events, or handouts for your customers. Available blank as well.

Thirteen cards are available, in either English or Spanish, at the sale price of \$5.00 per 100 cards. Shipping charges additional.

Brochures are another great resource for education and sales tips.

Titles available include:

- *Gemstones & Enhancements: What You Should Know:* This is a consumer-friendly brochure that you can provide at each point of sale, so you can be sure that your customer has a clear understanding of the typical enhancements used in the most common gemstones.
- *A Guide to Colored Gemstones:* This brochure offers information from fashion tips, to history and purchasing ideas. As an essential part of your marketing outreach, this brochure is a great tool to encourage gemstone sales. Also available in Spanish
- *Cultured Pearl Playbook:* This comprehensive brochure covers everything you need to know about cultured and natural Pearls!



Brochures are available at the sale price of \$12.50 per 50. Shipping charges additional.

**To place your order, please contact Charles Murrell at
800-972-1162 today!**
