



PiYaRo

Hold & Behold Excellence!

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www.PiyaRo.com



Training Manual

A little bit about the company and the PiyaRo Line:

PiyaRo (pronounce the letter P, the letter R, the letter O all together) is a division of Aiya Designs, 4th generation continuing in the jewelry business.

It's been a family tradition for over a century to make quality fine jewelry with the prime focus on excellence and craftsmanship. We create works of art to be passed down for generations. While maintaining the tradition, PiyaRo was launched with the Aiya Designs standards, just as jewelry is meant to be made.

The brand slogan, "Hold and Behold" was considered and contemplated while designing and producing the line. Because of this, consumers love how the jewelry feels when worn! The Success of this line comes directly from the traditional values and quality craftsmanship that goes into each individual piece.

PiyaRo is the jewelry of love for you and the one you love! It was designed with your customers' desires in mind. It is smooth and comfortable to wear and yet feels weighty and substantial as jewelry should be!

PiyaRo is crafted with primarily Italian and German chains and set in our factories with high quality diamonds and other colored stones. The average piece is made of sterling silver and solid 14K yellow or rose gold. We only use white diamonds that are H color VS2 or better in this line of jewelry. Each diamond is hand set in the piece, along with other gemstones or colored diamonds and then the piece is oxidized and/or Rhodium plated to keep the piece looking fresh as it was the day it was purchased.

Each piece of jewelry, when finished, looks like a piece of art; created using modern techniques acquired from years of designing experience. We particularly take pride in showing the jewelry upside down as it as beautifully finished underneath as it is on the top.

Great pains and detail go into designing a piece. We keep in mind the customers comfort and how it feels on the hand, neck or finger. This is made possible by our quality control department, where the jewelry is thoroughly inspected. The pieces are individually put into a jewelry shaker to test the stone setting strength. Each piece is then examined under the microscope to check the smoothness and the fineness of the polishing details and the rhodium finishing.

We stand by our finished product. While each piece is covered for up to a year, should any manufacturing defects show, we are always happy to inspect or advise if any issues should arise.

Quality

- Place the item in the customers hand and let them feel the quality of the piece and the way it's finished.

- Be sure to ask them how the weightiness of the pieces feels in their hand.

- Mention the fact that PiyaRo jewelry is made like fine jewelry should be made and was once made long ago. (If romanced correctly, that statement alone should be 80% of your sales closed)
 - Classy
 - Rich
 - Tasteful
 - Elegant
 - Sophisticated
 - Stylish
 - Eternal
 - Exclusive

Craftsmanship

- As the customer is holding and feeling the jewelry, draw attention to the craftsmanship of the piece
 - The piece is crafted and finished with white VS (or better) full cut diamonds only!
 - The diamonds are set individually by hand

- Mention the fact that that yellow or rose gold they see on the piece is solid 14K gold
 - The gold will remain the same for the life of the piece

- Also turn the piece upside down and show the customer the back
 - The smoothness in the finishing and attention to detail is evident – jewelry done right
 - Any piece is made to look good from the top. Our pieces are crafted with the customers comfort from every angle.

Affordability

Price is often a large factor

- Remind the customer that they are buying a fine quality, beautifully crafted piece that will give them pleasure for years

- Remind them they are not just paying for the name, but also excellence and artistry

- PiyaRo pieces are highly affordable, especially compared to other national brands
 - o Saving them often hundreds of dollars, sometimes thousands, depending on the brand

Accessibility

By this time, I'm sure you are taking the customer to the register but a few other things to mention about the line

- The bracelets are stackable
 - o Remind your customer of this, should they want to come back and purchase another later on
- All PiyaRo pieces are made with the consumer's ease of wear in mind
 - o Magnetic Clasps
 - Magnetic Clasps make for ease of use and wear
 - o Bracelets that snap in and out of place
 - Unlike other brands, there is no need to bend the metal to fit it around your wrist. We have installed springs to open and close many bracelets
 - This is especially useful for those with arthritis or larger wrists
 - o Larger Clasps
 - Those pendants and bracelets that do have clasps are large for easy of use



Sales Employee Incentive Program

Welcome to Piyaro and its Sales Employee Incentive Program. Are you ready to earn FREE jewelry? For every dollar you sell of Piyaro, 10% of the retail cost goes towards your own Piyaro.

How it works:

- When you reorder, submit the sales person's full name along with what was sold.
- We will then add 10% credit of the suggested retail price to that person's personal incentive account which can be applied to any personal purchase they wish to make in the future of Piyaro jewelry.
- All credits in the account apply towards suggested retail priced jewelry.

****Credits do not expire however only apply to current and active store employees. Credits cannot be combined or transferred. All incentive merchandise will only be shipped to the store. Store accounts must be active and in good standing for Credits to apply****

If you need any more help or have any questions feel free to call us in the office anytime!

770-664-1818

Happy Selling!!