



CERTIFIED SALES ASSOCIATE
AMERICAN GEM SOCIETY



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SOCIETY®

Consumer Protection Since 1934®

AMPLIFY YOUR SALES PITCH WITH AGS CREDENTIALS

Please use the following talking points to discuss your AGS credentials at the sales counter:

AGS Membership:

- AGS Jewelers are among the finest in the world and are considered the template for professionalism in the jewelry industry due to the standards and requirements for membership.

Earning a title:

- To earn an AGS credential, also known as a title, we undergo extensive gemological training and testing on best business practices.
- As a professional credentialed jeweler, I studied gemology at the Gemological Institute of America (GIA), the foremost authority on gemological education. AGS and GIA share a rich history and were founded to protect the consumer.

Maintaining a Title:

- As an AGS titleholder, you can trust that I am committed to providing you with honest and reliable service and expertise because I am held accountable via an annual exam.
- I am required to stay up to date on the latest trends and information to pass my yearly recertification exam.