




# BECOME A CERTIFIED GEMS & JEWELLERY ADVISOR (CGJA)

First of its kind masterclass to build & leverage product mastery in gems & jewellery leading to a certification.

Transform Deep Product Knowledge into Story-Driven Sales Power



DURATION	PRICING	CERTIFICATION	ENROLLMENT
7 X 2 Hour Sessions Online Instructor led Sessions.	<b>₹13,599</b> per person (All Inclusive Pricing)	QR Code Verifiable Digital & Printed Certificate by Gems & Jewellery Skill Council of India & YGROO	Scan QR Code to Enrol 

## WHO IS THIS FOR?

- ✚ Retail Salespersons, Wholesale Salespersons, & Store Managers / Owners
- ✚ Private Gems & Jewellery Advisors / Wealth Managers
- ✚ Professionals seeking to overcome price objections, boost upsells and cut returns
- ✚ Teams aiming to differentiate on expertise and customer experience
- ✚ Professionals dealing with High and Ultra High Net Worth Clients

## WHY THIS MATTERS AND IS AN INDUSTRY FIRST?

- ✚ Four unified frameworks—METAL · SHINE · GRACE · CRAFT—span Precious Metals, Diamonds, Pearls & Gemstones, and Construction & Finishes
- ✚ Not just product “knowledge”: 100+ proven micro-learning tips & Daily Work Activity (DWA) scripts for immediate use on the sales floor
- ✚ Drive 15–25% higher average order values, increase conversion rates, and generate recurring revenues
- ✚ Interactive labs, role-plays and real-world scenarios ensure you leave ready to convert

## HOW WE DELIVER RESULTS?

- ✚ **100+ Micro-Learning Tips & 20 DWAs:** Ready-to-use phrases, storytelling hooks & daily scripts
- ✚ **Interactive Role-Plays:** Objection handling, upsell conversations, lifestyle consultations
- ✚ **Capstone Project:** Design and pitch an integrated jewellery concept to earn your Certification
- ✚ **Proctored Assessment:** Scenario-based exam validates your mastery



# WHAT IS COVERED IN THIS MASTERCLASS?

Pre Assessment > METAL – SHINE – GRACE – CRAFT > Capstone > Assessment > Certification

1



## Gold, Silver & Platinum

**M**

### Market Dynamics & Investment Appeal

Price-cycle narratives, ROI charts, global outlook

**E**

### Endurance & Wear Resistance

Hardness demos, tarnish care, alloy trade-offs, lifestyle matching

**T**

### Technical Composition & Karatage

Karat scales, alloy variants, platinum heft, silver standards

**A**

### Aesthetic & Color Variations

Natural hues, plating pros/cons, finish vs texture, PVD/DLC coatings

**L**

### Legitimacy & Certification

Hallmarks, assay methods, global standards, buy-back

2



## Diamonds natural, lab-grown, imitations

**S**

### Sparkle & Light Performance

Cut-grade scope demos, polish/symmetry, facet-fire, fluorescence, ASET

**H**

### Hardness & Durability

Mohs & cleavage, wear patterns, clarity treatments, protective settings

**I**

### Identification & Grading

The 4Cs, lab-report literacy, natural vs. lab-grown, simulant tests

**N**

### Novel Cuts & Styles

Fancy-shape profiles, vintage vs. modern, setting synergy, color-shape matching

**E**

### Ethical Sourcing & Certification

Kimberley, RJC, recycled/lab-grown benefits, blockchain traceability

3



## Pearls, Precious & Semi-Precious

**G**

### Gem Varieties & Provenance

Pearl types, gem geographies, semi-precious traits, treatments, simulants

**R**

### Rarity & Value Drivers

carat math, inclusion "character," color benchmarks, cut vs. shape, optical rarities

**A**

### Aesthetic & Optical Phenomena

Luster & orient, pleochroism, adularescence, dispersion, star/chatoyancy demos

**C**

### Care & Durability

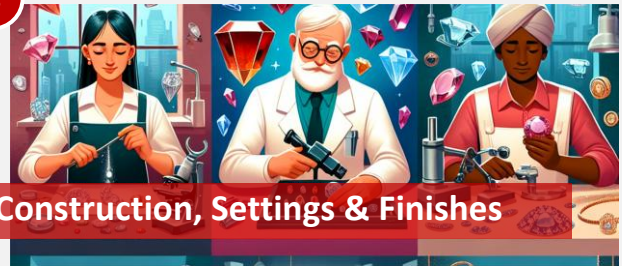
Hardness charts, porosity cautions, cleaning protocols, storage handles, restringing intervals

**E**

### Emotional & Symbolic Appeal

Birth-zodiac hooks, cultural lore, personalization, ethical narratives, gift milestones

4



## Construction, Settings & Finishes

**C**

### Core Construction Methods

Handmade vs. casting vs. CAD/CAM vs. electroforming vs. stamping

**R**

### Ring & Setting Styles

Prong, bezel, flush, pavé, channel, tension, gallery storytelling

**A**

### Artisanal Techniques

Kundan, Jadau, Meenakari, temple motifs, filigree, granulation, niello engraving

**F**

### Finish & Surface Treatments

Polish vs. matte, patinas, sandblast/satin, PVD/DLC, enamels & geru

**T**

### Technical Quality & Standards

Soldering vs. laser-weld, fit tolerances, hallmarks, QC checks, repair logistics