

## SPECTRUM DIAMONDS ON-HOLD MESSAGING

### ON-HOLD TELEPHONE SCRIPT — HOLIDAY MARKETING PROGRAM

SPECTRUM DIAMONDS MAKES IT EASY TO HAVE A STRONG HOLIDAY SEASON WITH OUR CONVENIENT, TURNKEY MARKETING PROGRAM FOR BUILDING SALES. FIRST, WE'LL POINT YOU TO THE BEST SELLERS AND TREND-RIGHT STYLES FOR THIS SEASON. THEN, WITH YOUR MINIMUM PURCHASE OF SPECTRUM MERCHANDISE, YOU'LL RECEIVE A COMPREHENSIVE PROMOTIONAL TOOLKIT WITH CUSTOMER BROCHURES, PRINT AND RADIO ADVERTISING TEMPLATES AND HIGH-RESOLUTION JEWELRY IMAGES. THEY'RE ALL PROFESSIONALLY DONE AND READY TO PERSONALIZE WITH YOUR STORE BRANDING. JUST ASK YOUR CUSTOMER CARE REPRESENTATIVE WHEN THEY COME ON THE LINE.

### ON-HOLD TELEPHONE SCRIPT — WEB SITE & EMAIL NEWSLETTER:

YOUR CUSTOMERS EXPECT YOU TO KEEP UP WITH THE LATEST TRENDS AND FRESHEST LOOKS. THAT'S WHY SPECTRUM BRINGS IN NEW STYLES EVERY WEEK - AND WE CAN'T WAIT TO TELL YOU ABOUT THEM. VISIT OUR WEB SITE REGULARLY AT W W W DOT SPECTRUM DIAMONDS DOT COM. AND SIGN UP FOR OUR COMPLIMENTARY NEWSLETTERS TO GET MONTHLY UPDATES ON THE NEWEST STYLES, SUCH AS OUR EXTENSIVE LINE OF INSIDE-OUT DIAMOND HOOPS AND DROP EARRINGS. CHECK OUT OUR LATEST ADDITIONS TO POPULAR JOURNEY AND CIRCLE JEWELRY. YOUR CUSTOMER CARE REP WILL BE HAPPY TO ADD YOU TO OUR E-NEWSLETTER LIST.

**ON-HOLD TELEPHONE SCRIPT — DIAMOND BANDS:**

STRIKE UP THE BAND — SPECTRUM IS YOUR BEST SOURCE FOR ENDLESS OPTIONS, FAST DELIVERY, AND IMPECCABLE, AMERICAN-MADE QUALITY. WE MAKE IT EASY TO MEET YOUR CUSTOMERS' NEEDS FOR DIAMOND WEDDING, ANNIVERSARY AND ETERNITY BANDS IN ANY CARAT WEIGHT, COLOR OR CLARITY — FROM CLASSIC FAVORITES TO FASHIONABLE NEW DESIGNS. YOUR CUSTOMERS WILL APPRECIATE THE CONSISTENTLY MATCHED STONES IN COMFORT-FIT SETTINGS WHILE YOU ENJOY CONSISTENT, PREDICTABLE MARGINS. ASK A SALES REPRESENTATIVE ABOUT ALL THE POSSIBILITIES FOR BAND BUSINESS WHEN THEY COME ON THE LINE.

**ON-HOLD TELEPHONE SCRIPT — FULL SELECTION:**

SPECTRUM HAS YOUR STORE COVERED WITH THE BEST BASIC DIAMOND LINE AND CUSTOMER SERVICE IN THE BUSINESS. FINISHED DIAMOND JEWELRY IS ALL WE DO, SO WE MAKE SURE IT'S RIGHT ON THE MONEY. FIND ALL YOUR BREAD-AND-BUTTER PENDANTS, BRACELETS, EARRINGS AND BANDS, PLUS THE NEWEST STYLES TO SPARK CUSTOMER INTEREST. COUNT ON SPECTRUM FOR ENDURING STYLE ... EXQUISITE CRAFTSMANSHIP ... AND ENDLESS OPTIONS — MADE IN THE USA FOR SPEEDY DELIVERY. WE STAND BEHIND EVERY PIECE AND WE'LL DO WHAT IT TAKES TO MAKE SURE YOU HAVE WHAT YOU NEED. VISIT OUR WEB SITE OR REQUEST A CATALOG TO SEE THE FULL SPECTRUM COLLECTION. A REPRESENTATIVE WILL BE WITH YOU MOMENTARILY.