

IOWA JEWELERS ASSOCIATION VIDEO LENDING LIBRARY

The tapes and books listed below are available to rent for a period of two weeks.
Rental is free of charge, except for cost of returning the items.
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VIDEO TAPES:

Bench Jewelers Certification
Consumers Guide to Bridal Jewelry
Danger on the Road - Traveling with Jewelry
De Beers 4 C - The Quality Sale
Detecting Irradiated Diamonds
Diamond Anniversary Bands
Diamond Product Knowledge
Diamond Value Factors: The Four C's
Diamonds
Diamond's For Men
Easy Step by Step Graver Sharpening
Gemstones of America - Nature's Originals
Gemstones & Diamonds
Get Certified-Jewelry Store Manager Cert. Program
Gold Jewelry Manufacturing Techniques
(Chain, Die Striking/Stamping, Lost Wax Casting, Electroforming)
Gold Jewelry Product Knowledge (Karats, Colors, Finishes)
Gold Lance Training
Grown in the U.S.A. II (The Next Generation)
How to Close Sales
How to Replace Watch Batteries
How to Sell Higher-Priced Diamond Engagement Rings
Using the Two Month's Salary Guideline
I Hate Watches or How To Stop Hating Them and Love the Profits
Internal Theft: The Secret Crime
Inverness Ear Piercing System
It's All About Trust
Make Your Sales Soar (Linda Abell)
Managing Your Business for Profit
Masters' Mentoring Series: Flush Setting Round Gemstones
Masters' Mentoring Series: Setting Pear Shaped Gemstones in Prongs
Ney Ultrasoniks
Nothing to Hide (Doug Hucker)
Nutra Gold
Princeton Powersaw
R.T. Stamping System

VIDEO TAPES CONTINUED:

Retail Theft: The Preventable Crime
Rio Disc Finisher
Robbery: Anytime, Anywhere
Roto Bench System
Security: A Traveling Necessity
Selling \$1000+ Diamond Jewelry
Selling with Security
7 Secrets of Success
Showcase Security
Sparkie II: Instructional Video
The 101 Greatest Sales Tips Ever! (David W. Richardson)
The Black Hills Gold Story
The Colorful World of Gemstones
The Diamond Engagement Ring
The Key Steps in Selling Jewelry
The Mystique of Diamonds
The New Jewelers of America
The Story of Landstrom's Original Black Hills Gold Creations
Watch Battery Basics (The Basics of Selling and Replacing Watch Batteries)
Watch Bracelet Adjusting and Sizing
Wedding Ring Manufacturing
What is a Gem? How Gems Form. Gem & Color.
What You Should Know About Buying Diamonds
What You Should Know About Buying Jewelry
What You Should Know About . . .JA Shows & Service

AUDIO TAPES:

Excellence in Management (by David W. Richardson)
Excellence in Selling (by David W. Richardson)
Make Yourself Famous

BOOKS:

AGTA Source Directory 2002-2003 (with CD)
Jewelry and Gems Buying Guide
Modern Jeweler's Gem Profile - The First 60
Platinum Source Book IV (with CD)
The Complete Guide to Buying Gems

For more information, contact us.