

## Your Tools and Resources for Implementing the Fairest Diamond Ring of All Method



### Instructions

**Prep Step:** Print this PDF or just use some paper. The PDF will make it a *lot* easier.

**Step #1:** Find the *List of Jewelry Companies* and jot down those you are interested in.

**Step #2:** Gather and write down their phone numbers, or save them in your phone.

**Step #3:** Find *Script* and *Tables*.

**Step #4:** Call the jewelry companies on your list.

**Step #5:** Say hello, flatter their jewelry, and begin script.

**Side Step:** Make sure to solidify answer to Q#1.

**Step #6:** Write down *Source of Diamond* next to name of Jeweler in *Table*.

**Side Step:** Really work at getting a clear answer for each of your questions.

**Step #7:** As your questions are being answered use the *Table* to jot down the information you've received about each matter at hand: *traceability, transparency, positive social impact and positive environmental impact & the type of diamond*.

**Step #8:** Thank them in whatever language suits your fancy, *obrigado, gracias, thanks, arigato*, then hang up.

**Step #9:** Evaluate the information you've gathered. Were they clear responses? Are the responses what you were hoping for? How do you feel after having talked to the company?

**Step #10:** Assign points.

**Just A Heads Up:** Each call will obviously vary in time. I suggest about 2-4 minutes on each question, with room for expansion, which would end up being about a 17-23 minute call. Set aside some time for calling each jewelry company, so neither party feels rushed. Definitely take your time with your questions and answers.

### **How To Assign Points**

There are two columns where the points will be assigned, then a third column where you will sum it all up.

- Give 0 points, in column 3, if you heard a *"I don't know."*
- Give 1 point, in column 3, if you received a clear answer, good or bad.
- If it was a negative answer, give a -1 in column 4.
- If it was a positive answer, give a 1 in column 4.
- If you don't know, give a 0.

### **List of Jewelry Companies**

- 1) \_\_\_\_\_ # \_\_\_\_\_
- 2) \_\_\_\_\_ # \_\_\_\_\_
- 3) \_\_\_\_\_ # \_\_\_\_\_
- 4) \_\_\_\_\_ # \_\_\_\_\_
- 5) \_\_\_\_\_ # \_\_\_\_\_
- 6) \_\_\_\_\_ # \_\_\_\_\_
- 7) \_\_\_\_\_ # \_\_\_\_\_
- 8) \_\_\_\_\_ # \_\_\_\_\_

**Printable Tables**

<b>Jewelry Co &amp; Diamond Source</b>		<i>"I don't know" = 0 pt Answered = 1 pt</i>	<i>Positive Answer = 1 Negative Answer = -1</i>	<b>Total Points</b>
<i>Traceability</i>				
<i>Transparency</i>				
<i>Positive Social Impact</i>				
<i>Positive Environmental Impact</i>				
<b>Total Score</b>				

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<i>Traceability</i>				
<i>Transparency</i>				
<i>Positive Social Impact</i>				
<i>Positive Environmental Impact</i>				

<b>Total Score</b>				
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### Script

*Hello, I've just begun shopping for me and my fiancé's wedding rings and his/her engagement ring. Your rings are just beautiful, and I know s/he would love one of them (a compliment of some sort will surely catch their attention & engage them). I'm curious about where your diamonds come from. Can you answer me a few questions about the sourcing of your diamonds?*

#1) Is it Recycled, Open Market or Ethically Traceable from Mine to Market?

- a) **Recycled/Vintage:** So you don't really know where the diamond comes from then?
- b) **Open Market:** Do you know which mine it came from?
  - a. No.
  - b. Yes, great!
    - i. Can you tell me a little about the mine?
      1. Labor laws?
      2. Environmental impact or contamination?
      3. Fair wages and trade value?
      4. Additional trade benefits?
- c) **Traceable from Mine to Market:** So, you know which mine your diamond comes from? Great!
  - a. Can you tell me a little about the mine?
    - i. Labor laws?
    - ii. Environmental impact or contamination?
    - iii. Fair wages and trade value?
    - iv. Additional trade benefits?
- d) Sometimes jewelers truly have no idea where their diamonds come from, except from their 3rd party supplier. In that case, you are not going to get anywhere with getting answers to your ethical sourcing questions. It may be best to just move on to the next jeweler.

## *Example of Completed Table Below*

<b>Jewelry Co &amp; Diamond Source</b>	<i>Reflective Jewelry, Canadian - Diviak</i>	<i>"I don't know" = 0 pt Answered = 1 pt</i>	<i>Positive Answer = 1 Negative Answer = -1</i>	<b>Total Points</b>
<i>Traceability</i>	<i>Comes from the Diviak mine in Canada</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>Transparency</i>	<i>they cut their diamonds in Canada too-side note: Canadian mines don't cut corners because their whole brand is based &amp; depends on transparency &amp; traceability</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>Social Impact</i>	<i>A majority of the money stays in Canada</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>Environmental Impact</i>	<i>since it's recycled, I guess it doesn't have a negative impact on the earth</i>	<i>1</i>	<i>0</i>	<i>1</i>
<b>Total Score</b>		<b>4</b>	<b>3</b>	<b>7</b>