



## PLATINUM VALUE STATEMENTS

Pure, Rare, Eternal are three words that appeal to consumers and effectively heighten understanding of platinum's value. These features of platinum, tied to benefits, create value statements that touch both the hearts and minds of customers.

Since platinum is the most precious of metals, the easiest way to recall these three words is to remember the first three letters of the word **PRE**cious.

### PURE

Platinum jewelry is usually 90-95% pure, which means your customers receive more of what they are paying for — pure platinum.

Platinum is a naturally white metal, which means it will maximize the brilliance of your customer's diamond.

Platinum is ideal for sensitive skin. Why? Because it is naturally hypoallergenic.

### RARE

Platinum is 30 times more rare than gold, which means your customer will be getting or giving something not everyone can possess.

It takes 10 tons of ore to produce just one ounce of platinum, which means the gift of platinum is a special, unique and valuable symbol of love.

### ETERNAL

The platinum rings your customers give and receive on their wedding day will be the same ring on their fiftieth anniversary. Why? Because platinum loses little metal to everyday wear.

Platinum provides a very secure setting for diamonds, which means more peace of mind for your customer.

Platinum is 60% heavier than 14K gold - incredibly dense - which means it doesn't just look great, it feels great!

## HANDLING QUESTIONS & CONCERNS ABOUT PLATINUM

“Reframing” is an important skill for responding to questions and concerns that customers raise. Turning a potential negative into a positive is how the Pure, Rare, Eternal features and benefits of platinum can be especially helpful in conveying the true nature of platinum.

Being prepared to discuss concerns with your customers should help increase their confidence in you, while managing expectations and dispelling any misconceptions about platinum.

Here are some of the highly prized attributes of platinum.

### PURE

Platinum jewelry is ...  
usually 90-95% pure  
naturally white in color  
hypoallergenic

### RARE

Platinum is...  
30 time more rare than gold  
found in very few places on this earth

### ETERNAL

Platinum will...  
lose little metal with everyday wear  
hold diamonds and gemstones most securely



**PLATINUM**

PURE • RARE • ETERNAL

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## HOT TOPICS: Q&A

### “I THOUGHT PLATINUM WAS NOT SUPPOSED TO SCRATCH?”

#### CONSIDER:

- All precious metals scratch, including platinum
- When platinum is scratched the metal is merely displaced and little is lost
- Platinum is durable but it should be treated with the same care as other fine jewelry

#### REFRAMING:

“All precious metals scratch, even platinum. However, when platinum is scratched, little metal is lost which means it maintains more of its volume and value over the years. So platinum jewelry can be treasured for generations.”

### “WHY SHOULD I CHOOSE PLATINUM WHEN WHITE GOLD LOOKS JUST AS GOOD?”

#### CONSIDER:

- Platinum is naturally white and remains so. White gold is created by adding whitening alloys to gold, and needs repeated rhodium plating
- The high purity of platinum jewelry makes it hypoallergenic, regardless of alloy. If alloyed with nickel, allergic reactions may occur with white gold
- With the same wear, platinum jewelry will maintain its integrity longer than white gold

#### REFRAMING:

“At first glance you may not see the difference. However, over time the difference will become more visible as the white gold begins to show signs of its natural yellow state. Platinum is a naturally white metal, which means it will remain white for a lifetime.”

### “WHY IS PLATINUM MORE EXPENSIVE?”

#### CONSIDER:

- Platinum jewelry is usually 95% pure, compared to 18K (75%) and 14K (58.5%).
- Platinum is 30 times more rare than gold.
- Platinum is denser and will maintain more of its volume over time..
- The process of making platinum jewelry usually requires a higher level of craftsmanship.

#### REFRAMING:

“Platinum does cost more - and it should! Platinum jewelry is usually 95% pure, which means you are getting more of the precious metal you are paying for. And if you consider the cost over the long term its a good investment. Why? Because this piece is now a family heirloom that can be passed down.”

## THE PLATINUM OPPORTUNITY

There has never been a better time to sell platinum jewelry. It usually begins with an engagement ring and builds for a lifetime.

## DESIRE IS AT AN ALL TIME HIGH

71% of women surveyed agreed that "platinum is the only precious metal I'd consider, or is the metal I would consider above all else." (Hall & Partners, 2003)

## AND CUSTOMERS ARE WILLING TO PAY MORE

89% agreed that platinum is of the highest quality and 78% surveyed agreed that platinum is worth paying more for (Hall & Partners, 2003)

## IF THE EMOTIONAL CONNECTION IS MADE

Pure, Rare, Eternal are the words that will make that connection for your customer. These three words convey the highly prized attributes of platinum, while evoking strong emotional feelings about the metal, and more importantly, about the moment.

### PURE

90-95% pure

True natural white

Platinum maximizes the brilliance of diamonds.

### RARE

30 time more rare than gold

Found in very few places on this earth

Platinum is a subtle statement of quality.

### ETERNAL

Lose little metal with everyday wear

Hold diamonds and gemstones most securely

Platinum can be cherished today and for generations

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## PLATINUM SELLING TIPS

**INCORPORATE PURE, RARE, ETERNAL** into sales presentations to heighten consumer understanding of platinum's qualities and to differentiate it from other metals.

**DON'T APOLOGIZE** for the price or assume your customers will not pay it. Most customers consider platinum "the best" and may only need to know "why." Your confidence and enthusiasm will set the tone (and may be contagious!).

**PUT THE PURCHASE INTO PERSPECTIVE** especially for bridal jewelry. Today's wedding costs an average of £11,500 and most is spent on items seen only for one day. Engagement rings and wedding bands will be worn and cherished every day, for a life time.

**OFFER PLATINUM FIRST**, every time. No one is offended that you think they can afford the best. And it's easier to "sell down" than to "sell up."

**KNOW WHAT PLATINUM CAN DO** for your customer. Platinum has wonderful technical qualities, but don't forget to "paint the complete picture" for your customers. Connect the beauty of platinum to how it will make them feel giving or wearing it. Platinum can give your customers the image or response they seek; show them the connection.

**MAKE THE METAL MATTER.** Diamonds look best when surrounded by the natural white luster of platinum. It also provides the most secure setting for diamonds. Take the time to explain how platinum benefits customers in the long term. After all, platinum is a diamonds best friend.