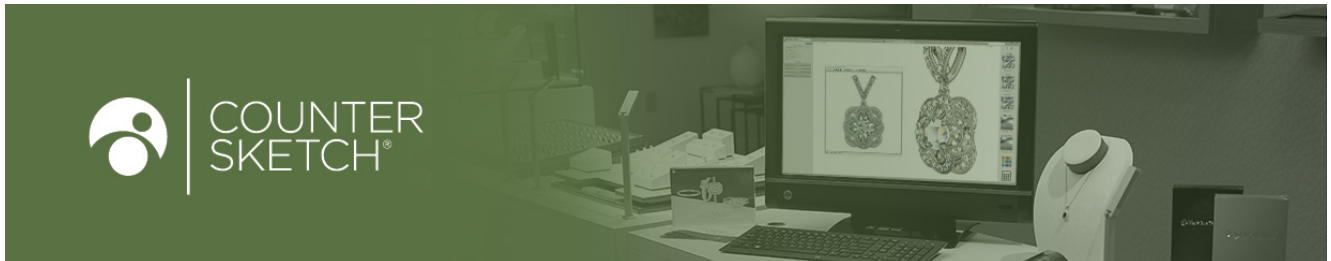


School Your Sales Staff with CounterSketch Training and Webinars



Did you know over half of today's engagement rings are custom designed? Fortunately for your business, customization commands higher prices. And with the just-in-time manufacturing and virtual inventory that comes along with CounterSketch®, you can enjoy lower overhead and therefore higher margins.

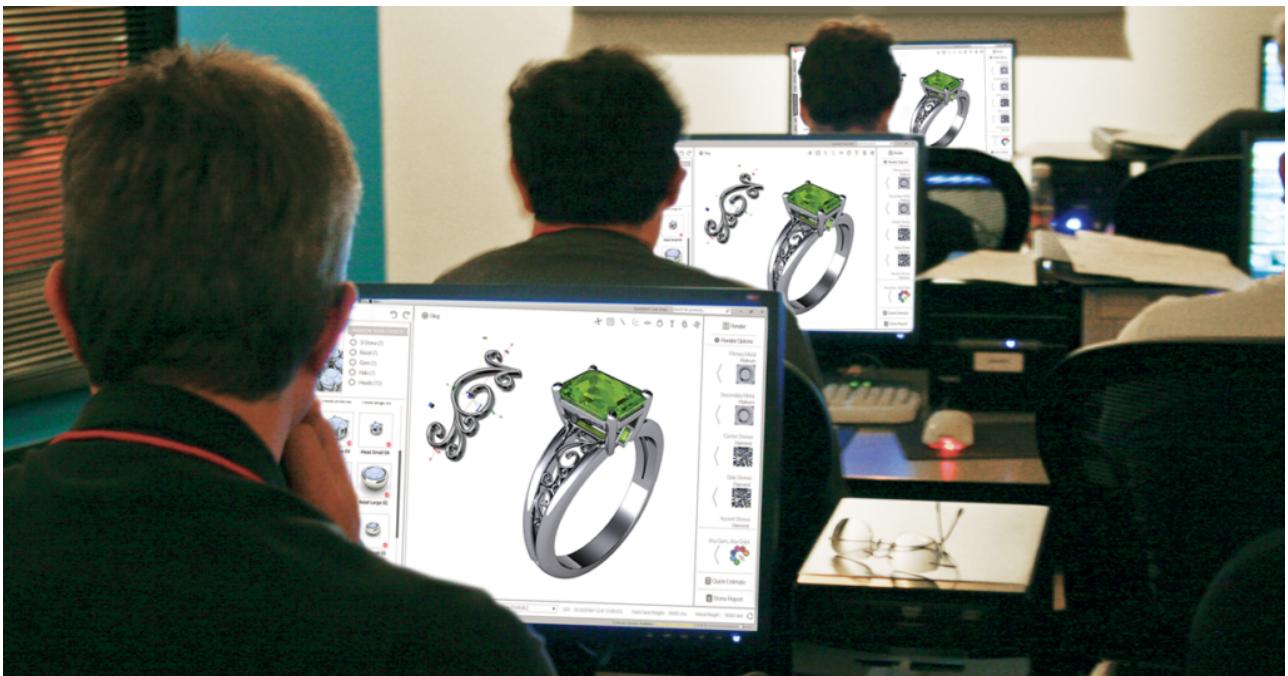
So, customization software is clearly a win-win for you AND your customers. But, to maximize its effectiveness, make sure your entire sales team knows how to use CounterSketch to its full potential.

**Register for CounterSketch training today
so your entire staff can feel
comfortable using the software.**

**2019 CounterSketch Training
Dates at Stuller:**

- **April 17 – April 19***
- **July 24 – July 26***
- **September 25 – September 27***
- **October 23 – October 25***

** A Stuller Bridge Event precedes these CounterSketch training dates.*



CounterSketch Training is a Must!

[Stuller's CounterSketch training](#) covers the core tools you will use every day when working with the software. In training, we'll cover all the basic skills needed to close a sale using Countersketch– from using the style quiz to searching the showcase to selecting a starting model. Then, we learn how to navigate in the viewport using the design stack and then how to properly save your designs. Once you have the design a customer loves, you can then create a basic render

and walk through the order process.

Upon completing the CounterSketch training, your sales staff will be better equipped to qualify prospective customers, determining exactly what they are looking for and how to narrow results to a few options. Then, if closing the sale requires more advanced tools like Freehand, your sales staff can save the design and make a followup appointment where the project can be passed to your jewelry designer or expert CounterSketch user.

This sort of strategy removes some of the burden from your sales staff by handing the project to your CounterSketch expert, all while ushering your customer along down the sales pipeline.

Welcome your newest sales staff with this CounterSketch quick start guide to kick off the software training

□

Try [CounterSketch](#) **FREE**
[Webinars](#)

Once a month, Stuller hosts a free CounterSketch® webinar for those seeking to grow and refine their software skills. These are sure to boost your business and help serve your customers' customization cravings. There is also a recording of the most recent webinar on this page for those who were unable to attend live.

[View dates, sign up, or learn more at](#)

Stuller.com/CSSwebinar

Have you attended CounterSketch training at Stuller Headquarters? How has it enhanced your business? Let us know in the comments below!