Color

4 The Diamond Course
In This Lesson:

• The Surprising C
• The Diamond Palette
• Causes of Color
• Evaluating Color
• Grades and Descriptions
• Demonstrating Color
• Color, Rarity, and Value
• Personalizing Color

THE SURPRISING C

Many customers today know that color affects a diamond’s value. However, they may not understand what the term “color” really means the way professionals normally use it. They may also be puzzled by typical explanations on websites, in consumer literature, or from other retailers. As a result, there are a number of facts that can cause surprise when you discuss this C:

• Diamonds occur in many colors.
• Most diamonds are at least faintly tinted.
• Truly colorless diamonds are rare.
• Diamond color can be added or subtracted by artificial treatments.
• Less color usually means higher value, but sometimes the opposite is true.
• Small differences in color can make sizable differences in price.
• Color’s impact on beauty is highly personal.

Color is a less visible, less tangible factor to most consumers.

Photo courtesy William Schraft.
The challenge in presenting color is to keep these surprises from causing confusion. Instead, you need to use them to create positive results. With an effective explanation of color you can highlight the natural wonder of your product, demonstrate your knowledge and skill, illuminate one of the mysteries of value, and help your customer take a step toward a satisfying purchase decision. You’ll learn to do all those things in this lesson.

Create positive images about color in diamonds.

Lesson Objectives
When you have successfully completed this lesson you will be able to:

- Explain the categories and causes of diamond color.
- Describe how professionals judge color.
- Interpret color grades for customers.
- Demonstrate color for diamonds in the normal range.
- Present color’s relationship to value in clear terms.
- Adapt your color presentation to individual customers.
THE DIAMOND PALETTE

Many people think of diamonds as being colorless gems, so you might stimulate customers’ curiosity by telling them that diamonds actually come in every color of the rainbow – and then some. In addition to colorless, the diamond palette runs through blue, green, yellow, orange, red, pink, purple, violet, brown, and gray. It even includes black and white. Many diamond colors can vary from faintest hints to intensities rivaling gems such as ruby, sapphire, and topaz. One color, however, that’s not in the diamond palette is deep emerald green.

You may need to clarify the concept of diamond color by explaining the normal market range. The vast majority of diamonds in the jewelry market range from near colorless to light yellow, brown, or gray. Absolutely colorless diamonds are very rare, but they’re still considered part of the normal range. When professionals talk about diamond color, they’re usually referring to this range. When they use terms like “fine color” and “top color” they really mean very little color, or none at all. In most cases “white” means colorless or near colorless, rather than white as in paint or paper.

Diamonds with natural colors outside the normal market range are classified as fancy color. These include deeper yellows, browns, and grays, plus all shades of other colors. You might share the fact that today’s technology can add or subtract color in diamonds. The resulting products are known as color-treated diamonds, and you’ll learn more about them in Lesson 8.
Be careful not to bury customers in facts, though. Your goal in the first moments of your color discussion is to get the customer’s attention and focus on the possibilities you’re going to present. Even if your store doesn’t offer colored diamonds, you should be ready to answer questions about them.

**FLUORESCENCE**

In addition to their normal color (or body color, as it’s often called) many diamonds exhibit an almost ghostly color phenomenon. They glow in light that contains high amounts of ultraviolet (UV). The phenomenon is known as **fluorescence**, and in about half of all gem quality diamonds you can see it with a special UV lamp. The most common fluorescence color is blue. Others include white, yellow, and orange.

Only about 1 diamond in 10 fluoresces strongly enough to look noticeably different under different types of light. Standard incandescent bulbs emit no UV, so in those conditions you see only the diamond’s body color. In contrast, sunshine and fluorescent lights contain high amounts of UV. Under these types of lighting, you might see the fluorescence as well as the body color of the diamond. The diamond’s appearance then depends on the combination of its body color and the color and strength of the fluorescence. For example, blue fluorescence can give colorless diamonds an attractive blue overtone. It can also make light yellow diamonds look closer to colorless. Very strong fluorescence, however, can make a diamond appear cloudy or oily.

Checking fluorescence is one of the steps in diamond color grading and most grading lights have a UV lamp for this purpose. UV lamps are also standard equipment for gem identification. If one is available in your showroom and you learn to use it, you may be able to show a diamond’s “ghostly glow” to customers. Most will find it fascinating.
CAUSES OF COLOR

When customers discover that diamonds occur in different colors they might ask, “What causes the colors?” The short answer is: “The same factors that produce most of a diamond’s beauty – chemistry and structure.” Expanding this answer can provide a glimpse into the natural wonder of diamonds.

Diamonds are colored by trace elements, slight crystal structure distortions, or combinations of both factors.

In Lesson 1 you learned that diamond is composed of almost pure carbon. The arrangement of atoms in the diamond crystal is almost perfectly symmetrical. When the chemical composition and crystal structure are amazingly close to pure and perfect, the diamond will be completely colorless.

As diamond crystals grow inside the Earth, they often incorporate atoms of other elements. Even tiny traces of some elements can color the crystal. Nitrogen is the most common trace element in diamonds. When nitrogen atoms replace just 1 out of every 10,000 carbon atoms, the diamond will have a faint yellow tint. As the nitrogen concentration increases to 10 in 10,000 atoms, the tint becomes deeper. Similarly, traces of boron cause some diamonds to be blue.
The immense pressures involved in diamond formation can create slight distortions in the crystal structure. In Lesson 3 you learned that these distortions sometimes produce the clarity characteristic known as graining. They can also impart colors such as brown, pink, red, and purple.

Scientists do not yet fully understand the causes of some diamond colors, but they think various combinations of trace elements and/or crystal distortion are usually responsible. Two exceptions are green and black diamonds. Many green diamonds are colored by small doses of natural radiation from the rocks in some diamond deposits. You can assure customers that the diamonds themselves aren’t radioactive, however. Natural black diamonds get their color from numerous inclusions of hematite or magnetite. (Hematite and magnetite are dark metallic-looking minerals.)

In Lesson 9 you’ll learn more about scientific theories on diamond formation, and how you can use these in some presentations.

**EVALUATING COLOR**

After providing background about the diamond palette, you can set the stage for grades and value by describing how professionals judge diamond color. If possible, arrange to watch a color grading demonstration by your manager or a qualified coworker. Then you can add your own personal touches to the description.

To evaluate a diamond’s color, a skilled grader compares it to diamonds of known color, called **master stones**. Grading conditions are carefully controlled. The work environment is darkened. The grading light is designed for accurate color perception. The viewing background has a neutral color. Graders also use special techniques like turning the diamond and master stones face-down to minimize reflections. They grade for a limited time, usually in the morning (when vision is most acute). They work only when they’re in good health. All of this enables them to make very precise color distinctions.
Procedures are similar for diamonds in the normal range and for fancy colors. Normal range diamonds are graded face-down. This makes it easier to see slight color differences. Fancy color diamonds are graded face-up because that’s the only way to get an accurate impression of the color. Cut can affect the way a diamond’s color looks face-up, and this is especially important with fancy colors. (You’ll learn more about Cut in Lessons 5 and 6.)

For many years, researchers have tried to develop and perfect instruments that analyze or measure diamond color. The instruments are known as spectrophotometers or colorimeters, depending on how they function. Within the last decade or so they’ve reached the point of being able to evaluate color in many diamonds. Colorimeters have also become more affordable and many diamond professionals and trade laboratories now use them. No instrument, however, has yet achieved the versatility and consistent precision of the expert human eye combined with master stones and proper conditions.

When it comes to assigning grades or descriptive terms for diamond color, there are two approaches – one for the normal range and one for fancy colors. Both are designed to help professionals communicate color to each other and their customers. In presentations, you only need to explain the approach that applies to the diamonds you’re showing. Extra information will just sidetrack your discussion and confuse your customers.
Normal Market Range

To grade or describe color in the normal market range, industry organizations and firms have developed a number of scales. These consist of numerals (0, 1, 2, 3, etc.), letters (AA, A, B, C, etc.), descriptive terms (fine white, tinted white, yellowish, etc), and combinations (for example, tinted 1, tinted 2, tinted 3, and tinted 4). Any scale can be precise and effective when properly applied, but it may not be understood outside the particular group or company.

Today the color grade scale developed by the Gemological Institute of America (GIA) is the most widely used in the US. Many other grading systems are based on GIA’s. The American Gem Society System parallels GIA’s, except the grades are expressed numerically from 0-10. There are also references to GIA grades in consumer media, so many customers have heard or read about them. If your firm uses another system you’ll probably need to translate it into GIA terms for customers who are comparison-shopping. Discuss this with your manager and carefully work out that part of your presentation to avoid misunderstandings.

The GIA Diamond Color Grade Scale consists of 23 letter grades. It begins with D (colorless) and runs through Z (light yellow, brown, or gray). If customers ask why the first grade is D, you can tell them it’s partly psychology. To many people, having an A grade would make any other grade seem inferior. B or C would also sound inferior if the customer assumed that A existed. Starting at D avoids these pitfalls.

In the GIA system (or any other) the grade doesn’t indicate one pinpoint specific color. Instead it describes a closely defined range. Two G-color diamonds can have slightly different colors. An expert would almost always distinguish them from F- or H-color diamonds, but Nature doesn’t put diamond colors in tidy little boxes. Like a rainbow, diamond colors form a continuous spectrum.
Some diamonds fall on or near the borderlines between grades. For expensive diamonds, these “borderline calls” might be resolved by a trade laboratory. (Lesson 13 discusses trade labs.) You don’t want to open this topic yourself, however. Save this kind of information for customers who ask questions that require it.

For most customers you simply need to explain how grades relate to appearance. You can develop similar explanations for other systems, but you might present GIA grades like this:

- The D grade is absolutely colorless.
- The next two grades, E and F, are essentially colorless. The differences between D, E, and F are so slight, only experts can see them even when diamonds are unmouted.
- Diamonds in the G, H, I and J grades are considered near colorless. They normally appear colorless when mounted in jewelry.
- In grades K, L and M, diamonds are considered faintly tinted. Those under 1/2 carat usually look colorless when mounted, but larger diamonds may show a slight tint.
- In grades N through Z the light tint becomes increasingly visible. Diamonds darker than Z are fancy color.

What this really means is that most people aren’t likely to notice color in a diamond that falls in the first 8 grades – or 40% of the scale by proportion – unless it weighs more than 1/2 carat and you remove it from the mounting.
For centuries diamond colors were designated by source names. For example, when South African diamonds entered the market in the late 1800s, many of them had yellowish tints. These were called “cape” color after the Cape Colony from which they were shipped to Europe. You may run across references such as “light cape” and “dark cape” in books. Some professionals also use “cape” as a generic term for tinted diamonds in the normal market range.

Another old color term you might hear from customers is “blue white.” Strictly speaking, it refers to a colorless diamond with a blue overtone, usually caused by fluorescence. It has had many different meanings over the years however. FTC guidelines now limit its use. (For specifics see the FTC entry at the end of this lesson.) Many firms and industry organizations prohibit its use altogether.
Fancy Colors

The colors of fancy color diamonds are analyzed in terms of three components – hue, tone, and saturation:

- **Hue** is the color’s basic category – red, yellow, green, blue, and so forth. Hues also include mixtures such as reddish-orange and bluish-green.
- **Tone** (sometimes called lightness or value) is the color’s lightness or darkness.
- **Saturation** (or intensity) is the color’s strength and purity. Low saturation colors often appear brownish or grayish.

Based on the combination of tone and saturation, GIA uses the following nomenclature to designate the grades of fancy color diamonds:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Tone</th>
<th>Saturation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faint</td>
<td>extremely light</td>
<td>low</td>
</tr>
<tr>
<td>Very light</td>
<td>very light</td>
<td>low</td>
</tr>
<tr>
<td>Light</td>
<td>very light</td>
<td>moderately low</td>
</tr>
<tr>
<td>Fancy light</td>
<td>medium light</td>
<td>low to moderately low</td>
</tr>
<tr>
<td>Fancy</td>
<td>medium</td>
<td>low to moderate</td>
</tr>
<tr>
<td>Fancy intense</td>
<td>light to medium</td>
<td>high</td>
</tr>
<tr>
<td>Fancy vivid</td>
<td>light to medium</td>
<td>very high</td>
</tr>
<tr>
<td>Fancy dark</td>
<td>dark</td>
<td>low to moderate</td>
</tr>
<tr>
<td>Fancy deep</td>
<td>medium to dark</td>
<td>moderate to high</td>
</tr>
</tbody>
</table>

For sales presentations you don’t need to interpret grades in such detail. Just pick appropriate words to describe the diamonds you show and help customers understand what they’re seeing.

It might be necessary to explain that the grades are adjusted to reflect the rarity of different colors. Blue diamonds, for example, are much rarer than yellow ones. A pale blue diamond might be described as “fancy intense,” while a yellow diamond described the same way might actually be noticeably stronger color.

Yellow, brown, and gray diamonds aren’t considered fancy until the color is beyond the first three grades in the listed above chart. In other words, a yellow, brown, or gray diamond must be at least “fancy light” to be called fancy at all.
GIA first published its fancy color system in the 1990s. The system reflects terminology that already existed, but it expanded and standardized meanings. Other organizations use similar grade descriptions.

From a historical viewpoint, objective description of fancy color diamonds is a recent development. The traditional approach is more poetic. Intense yellow diamonds have long been called “canaries” after the brightly colored songbirds. Brown diamonds have been described as “coffee” or “cinnamon” colored. Although such terms are lively, spicy, and evocative, they are generally used inconsistently.

In retail presentations, a mix of science and romance is usually most effective. For example, “This diamond is classified as fancy purplish pink. To me it looks like the color of a fresh rose.” That way you communicate with both head and heart.

You can also be creative with the romance part of your color descriptions. Don’t limit yourself to traditional terms. In fact, they may cause problems. If you call a diamond “canary color,” someone else might feel you misrepresented it. If you say the color reminds you of a sunflower – and the customer agrees – who can argue?

Inspirations for color descriptions are everywhere. You can find them in nature or the world of art and fashion, your own home or the city streets. Just pay attention to the colors around you. Pick images and comparisons that will appeal to your customers and bring color to life in your fancy color diamond presentations.
CHAMPAGNE DIAMONDS

Australia’s Argyle Mine is a significant diamond producer. (You’ll learn more about diamond producers in Lesson 10.) In addition to diamonds in the normal market range, the mine’s output includes a variety of fancy colors. The rarest are pinks and reds, which are prized by collectors and connoisseurs around the world. A more sizable percentage of Argyle’s production is made up of diamonds in the color sequence known as champagne. These range from light to dark brown or pinkish brown.

In the 1990s strong promotion by Argyle heightened industry and consumer awareness of champagne diamonds. The PR campaign involved leading jewelry designers and retailers, as well as media coverage and advertising. It ultimately increased enthusiasm for champagnes, and for other fancy colors, too.

One feature of the campaign was the introduction of a new color scale specifically for champagne diamonds. It consists of seven grades – C1 to C7 – running from light “champagne” to deep “cognac.” The scale, pictured here, is easy to understand, particularly for experienced diamond customers who are familiar with other grading systems. If your firm uses the C1-C7 scale, practice giving the grades along with effective descriptions.
DEMONSTRATING COLOR

Fancy color diamonds speak – or shine – for themselves and need only a little “word magic” from you. Customers may feel a little baffled, however, by a verbal explanation of color grades for the normal range, no matter how clear you try to make it. The best remedy is an effective demonstration, for which there are several options:

- Use a chart. The simplest demonstration is showing the customer a chart representing the color grade scale. Explain that the scale runs from colorless to light yellow, brown, or gray. Then indicate the appropriate grade.

- Use comparisons from everyday life. You might point out that the papers for computer printers, magazines, and newspapers are all “white,” yet they’re slightly different colors. There are also dozens of shades of white interior paints. You can say it’s the same way with diamonds. You might reinforce your point by pulling out a selection of papers or paint samples, but the “mental” demonstration is usually enough.

- Use unmounted diamonds of different grades. This is the most convincing option. Select two diamonds with enough color difference for the customer to see easily. Place them side-by-side (but not touching) and then say something like, “This diamond is an F, and this one is an L. That means there’s a difference of six grades.” Showing a set of master stones would give the clearest picture of the entire range, but most stores don’t allow that for security reasons. Some jeweler’s supply firms sell sets of synthetic cubic zirconia (CZ) masters, and you can use one of these with much less risk.
COLOR, RARITY, AND VALUE

As with carat weight and clarity, you can tell customers that color’s impact on value is linked to rarity.

Within the normal market range, less color equates with greater rarity and value. To underscore this you can point out that the world produces more than 100 million carats of uncut gem quality diamonds each year. Out of that total only about 5,000 polished diamonds weighing 1/2 carat or more are colorless. In the US, most of the diamonds sold range from G to L. You might add that, depending on the diamond’s size and clarity, a difference of just one color grade may mean a cost difference of 10 to 20%.

Compared to diamonds in the normal market range, most fancy colors are rare. The whole world produces only a few thousand carats of all fancy colors annually. There are big differences in the rarities of different colors however. As you might expect, yellow, brown, and gray are least rare. Pink, green, and blue are very rare, and red is extremely rare. So are pure purple and orange.

Within fancy color categories, rarity and value increase with saturation, but tone is important as well. A light to medium tone combined with very high saturation – in other words, a grade of Fancy Vivid – has highest value. If the color is too light or too dark, the value will be less. Nuances of hue can also make a difference; whether the diamond is yellowish green or bluish green, for example.

Some fancy colors are quite affordable. The prices of fancy yellow and brown diamonds are typically about 50 to 80% of those for colorless diamonds (though intense yellows can be significantly higher). In contrast, the rarest fancy colors can be astronomical in cost – sometimes selling for more than $1 million per carat!
When you present fancy diamonds you should explain that color is the paramount concern. The other Cs aren’t nearly as important, especially for rarer colors.

Some fancy colors occur only in small sizes. On the other hand the world’s largest polished diamond is actually a fancy color. (This is the Golden Jubilee, which you read about in Lesson 1.) However, for intense pinks, 3 carats is exceptional. For reds, even 1/2 carat qualifies as world class.

One factor that does have a big impact on the prices of fancy colors is matching. A single fancy blue diamond is rare and expensive. Two that are matched for a pair of earrings – or several for a necklace – will be much, much rarer and costlier.

PERSONALIZING COLOR

The ability to see color is highly individual. Psychological and emotional responses are even more personal. So you have to adjust color presentations to fit each customer.

Decisions about color in the normal market range can depend on a number of things. These include cost, personal preferences, concepts like quality and beauty, and preconceived notions of how a diamond “ought to look.” To keep from clouding any of these issues, be objective and even-handed in your initial discussion of color. Avoid negative terms like “off-color” and “lower grade.” Instead say “more tinted” or “warmer grade.” Pay close attention to the customer’s responses, and take your cues accordingly.

When price or size appears to be the primary concern, emphasize the precision of grading and
downplay the color grade’s link to visual appeal. In other words, a diamond of any grade can be beautiful. Point out that by giving up a little in a factor where it’s difficult to see small differences, the customer can save money or own a larger diamond.

If the customer finds a diamond with obvious tint attractive, reinforce this. You might say many people feel diamonds that show color have a warmer, richer beauty. You could even add that diamonds near the dark end of the normal range are almost fancy color.

With customers for whom quality is topmost, stress that while color distinctions are subtle, they’re apparent to the expert eye. Truly colorless diamonds are very rare, and for centuries they’ve been regarded as unequivocally beautiful – possessing breathtaking purity and icy radiance.

Fancy color diamonds are perfect suggestions for customers who seek something different and unique. You can present them as the gem of choice among celebrities and diamond connoisseurs – the ultimate gem for someone who wants to make a statement about who they are. Just showing fancy color diamonds identifies your store as a source of rare and exotic beauty. Even if customers can’t afford a fancy color, they’ll feel complimented by your willingness to share a glimpse of such beauty.

**FTC GUIDE 23.14 Misuse of the term “blue white.”**

It is unfair or deceptive to use the term “blue white” or any representation of similar meaning to describe any diamond that under normal, north daylight or its equivalent shows any color or any trace of any color other than blue or bluish.

(The FTC guidelines on artificial color treatment appear in Lesson 8.)
In addition to a personalized approach, there are a few specific points to remember when you’re presenting color:

- The larger the diamond, the more obvious any color will be.
- Color is easier to see in some cutting styles than in others. For example, an H-color emerald cut diamond will usually appear to have more color than an H-color round brilliant cut. (You’ll learn more about Cut in the next two lessons.)
- The more poorly a diamond is cut, the more obvious color will be.
- Color tends to be scrutinized more in rings than in other types of jewelry such as pendants or earrings.
- Yellow gold masks traces of yellow or brown and enhances darker shades of these colors. Platinum and white gold dramatize colorless diamonds and most fancy colors, but can make faint yellow or brown tints stand out less flatteringly.
- Men are often willing to accept more color in the normal range than women are. (When you’re helping a man select a diamond for a woman, be careful not to let him choose one that she’ll think is “too yellow.”)

Admittedly, color is a complex factor. It’s sometimes a challenge to present effectively. When you master this surprising C, you’ll be able to win customers’ confidence and provide them with another of the keys to diamond beauty and value.
THE HOPE DIAMOND

The Hope Diamond is one of the world’s most famous gems, and its most striking characteristic is its dark blue color.

The Hope’s early history involves some educated guesswork. Most authorities believe it was mined in India and came to Europe in the mid-1600s. At that time it weighed about 110 carats and had an irregular shape and faceting.

Louis XIV purchased the diamond sometime around 1670. He had it recut to a more symmetrical form, reducing the weight to 69 carats. It then became known as the French Blue Diamond. (It was also called the Blue Diamond of the Crown.) In 1792 – during the French Revolution – the French Blue was stolen along with most of the French Crown Jewels, and vanished from historical records.

Early in the 1800’s, a remarkable blue cushion-cut diamond weighing 45.52 carats appeared in London. Henry Philip Hope bought it in 1830 and named it for himself. This is the gem that has since become so famous.

Following Hope’s death, the diamond passed on to heirs and other owners. Around 1910, Cartier of Paris purchased it and then sold it to Evalyn Walsh McLean, a prominent American socialite. To conjure a little dark romance, Pierre Cartier may also have invented the legend of a curse.

After McLean died in 1947, renowned diamond dealer Harry Winston purchased the Hope from her estate. In 1958 Winston donated it to the Smithsonian Institution in Washington, DC. There the Hope Diamond is now a favorite exhibit.
RECAP OF KEY POINTS

• Some of the facts concerning color surprise many customers, but an effective presentation of this C provides another important key to diamond beauty and value.

• Diamonds occur in a wide range of colors. The normal market range includes colorless to light yellow, brown, and gray. Diamonds with natural colors outside the normal range are classified as fancy colors.

• Diamonds are colored mostly by trace elements, slight crystal structure distortions, or a combination of both factors.

• To evaluate a diamond’s color, a skilled grader compares it to master stones under carefully controlled conditions. This makes precise color distinctions possible.

• For the normal market range, the GIA Diamond Color Grade Scale is widely used. The scale consists of 23 letter grades starting at D (colorless) and ending at Z (light yellow, brown, or gray). Diamonds darker than Z are fancy colors.

• The colors of fancy diamonds are analyzed in terms of hue, tone, and saturation. Grades for fancy colors are assigned on the basis of tone and saturation, and adjusted to reflect rarity of different hues. For sales presentations, a combination of scientific and romantic color description is usually most effective.

• To demonstrate color in the normal market range you can use charts, comparisons from everyday life, unmounted diamonds of different grades, or a set of CZ master stones.

• Color’s impact on value is related to rarity. Within the normal market range, the less color the greater the rarity and value. For fancy diamonds value depends largely on the rarity of the color itself. Within color categories, value tends to rise with the intensity of the color. In rarer fancies, color far outweighs all other Cs.

• It’s important to personalize color presentations. Avoid negative terms and be responsive to individual customer concerns, motives, and priorities.
LESSON 4 FOLLOW-UP CHECKLIST

____ Develop a simple explanation of the color ranges or classifications for diamonds you sell.

____ If your store has a UV lamp, ask to see a demonstration of diamond fluorescence. Find out if you can use the lamp to show this to customers. If you can, practice the demonstration and explaining the phenomenon. Be sure you understand how it might effect value.

____ Practice explaining the causes of diamond color. Use diamonds from your inventory and role-play with a coworker.

____ Ask your store manager or a qualified coworker to demonstrate color grading for you. Use your own observations and the lesson text to describe the process in your own words.

____ Become familiar with the color grade system your firm uses, and practice explaining the grades. If you don’t normally use the GIA scale, ask your manager about translating grades to GIA terms. Develop and practice such explanations carefully to avoid misrepresentation.

____ If you sell fancy color diamonds, rehearse objective descriptions and brainstorm creative ways to describe the colors of diamonds in your inventory. If your firm uses the C1-C7 scale for champagne diamonds, practice using it.

____ Develop and rehearse brief explanations of color and value for diamonds in your inventory.

____ With coworkers, role-play adapting your color presentations to individual customers.
Lesson 4 Self-Test

This lesson also includes a Self-Test that's designed to help you gauge your comprehension of the lesson material. The test is an important part of the learning process, so be sure to complete it.

When you're ready to take the test, go to the Course Materials page (the one that lists all the lessons and click on "Take Self-Test." Make certain you select the test for this lesson.

All questions in the test are based on Lesson 4. More than one answer for a question might seem correct, but you should select the one best answer based on the lesson discussion.

As you take the test, you may refer to the lesson. To do this, you’ll need to have the lesson loaded in a separate window of your browser.

If you feel certain about a question, try answering it without looking at the lesson. But if you’re not sure, check the lesson before answering.

After you answer a question, you'll receive immediate results and feedback. You'll find out whether you answered correctly, what the correct answer was (in case you missed it), and also the page number in the lesson where the information can be found. Take time to review any material you're not completely clear on.

At the end of the test, you’ll receive your overall results. Then you’ll be able to continue to the next step in your coursework.

If you have questions or need help, please contact us. You can use this website – just click on Help. You can also email studenthelp@diamondcouncil.org or phone 615-385-5301 / toll free 877-283-5669.