



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Polished Diamond Gemstone Buying And Selling Skills Training

Manufacturing, Engineering and Technology / Fabrication and Extraction

Unit Standard 110183 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the essential skills to buy and sell polished diamond gemstones with confidence and integrity. Participants will gain practical knowledge of diamond grading, pricing, and market dynamics, enabling them to conduct ethical and profitable transactions.

Category	Manufacturing, Engineering and Technology
Subfield	Fabrication and Extraction
Unit Standard	110183
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the 4Cs (Cut, Colour, Clarity, Carat) to evaluate polished diamond gemstones accurately.
- Analyze market trends and pricing mechanisms to make informed buying and selling decisions.
- Demonstrate ethical sourcing and trading practices in accordance with industry standards.
- Implement effective negotiation strategies to achieve fair and profitable transactions.
- Evaluate diamond grading reports and certificates to verify quality and authenticity.
- Design a personal buying and selling plan that aligns with market opportunities and risk management.

WHO SHOULD ATTEND

- This course is ideal for jewellery retailers, gemstone traders, and aspiring diamond buyers or sellers who wish to enhance their expertise in the polished diamond trade.

COURSE OUTLINE

Day 1: Introduction to the Diamond Industry

- Overview of the diamond value chain
- Major diamond markets: Antwerp, Mumbai, New York, Tel Aviv
- South African diamond history and current landscape
- Introduction to the Kimberley Process Certification Scheme
- Natural vs. synthetic vs. treated diamonds
- Ethical sourcing and conflict diamonds
- Industry role players: De Beers, Sightholders, brokers
- Course outcomes and assessment criteria

Day 2: Diamond Grading and the 4Cs

- Carat weight: measurement and precision
- Colour grading: GIA scale and master stones
- Clarity grading: inclusion types and plotting
- Cut grading: proportions, symmetry, polish
- Fluorescence: types and market perception
- Reading a GIA/AGS/HRD certificate
- Common grading pitfalls and inconsistencies

Day 3: Diamond Pricing and Market Dynamics

- Rapaport List: structure and usage
- Price calculation for round brilliants and fancy shapes
- Premiums and discounts: fluorescence, cut quality, demand
- Market cycles: seasonal trends and economic influences
- Wholesale, retail, and auction pricing
- Impact of lab-grown diamonds on pricing
- Using online pricing tools and databases

Day 4: Buying Skills and Supplier Negotiation

- Pre-purchase planning: market research and budgeting
- Supplier sourcing: trade shows, online platforms, direct contacts
- Negotiation tactics: anchoring, concessions, BATNA
- Physical inspection: verifying weight, colour, clarity
- Memo vs. outright purchase: pros and cons
- Payment terms: letters of credit, wire transfers, escrow
- Return policies and dispute handling

Day 5: Selling Skills and Customer Engagement

- Customer profiling: retail clients, investors, jewellers
- Sales presentation: lighting, tools, demonstration
- Handling objections: price, quality, origin
- Closing techniques: trial close, assumptive close
- Pricing strategies: markup, discounting, bundling
- Online selling: photography, descriptions, platforms
- After-sales service: certificates, appraisals, warranties

Day 6: Legal, Ethical, and Regulatory Compliance

- South African Diamond and Precious Metals Regulator (DPMR)
- Licensing requirements for diamond traders
- Import/export procedures and documentation
- Tax compliance: VAT registration, customs declarations
- AML/KYC: customer due diligence, suspicious transaction reporting
- Ethical sourcing: supply chain transparency
- CSR initiatives and industry best practices

Day 7: Practical Integration and Business Planning

- Developing a diamond trading business plan
- Financial projections: cash flow, profit margins, break-even
- Marketing and branding for diamond businesses
- Mock buying scenario: evaluating a mixed parcel
- Mock selling scenario: pitching to a retail buyer
- Exam preparation: key concepts and practice questions
- Continuing education: trade shows, courses, industry networks

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
31 Jul 2026	10 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110183) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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