



In 1951, National Bridal Service was founded on the principle that “professionalism” is a key ingredient to the success of a bridal store. Through over 50 years of training thousands of top-performing bridal consultants and wedding

planners, the NBS commitment to excellence has enabled NBS to become the leader in the bridal industry by bringing recognition through certification to deserving bridal consultants and helping them achieve peak performance.

The Registered Bridal Consultant® certification course is a unique and specialized correspondence course for professional bridal consultants in independently-owned, full-service bridal stores. The knowledge gained is used to provide a higher level of service to brides—resulting in higher efficiency, sales and profits for the store. The bridal consultant wins, the customer wins, and the store wins.

For the bridal consultant, knowledge is the foundation of success and the basis for confidence, creativity and excellence.

The customer wins as everyone prefers to be assisted by an expert!

The store wins because satisfied customers are the cornerstone for continuous sales growth. Satisfied customers provide the store with its best advertising.

All the above improves financial performance and creates a better work environment for everyone.

Goal

To provide the information and inspiration necessary to succeed in the challenging and rewarding field of bridal fashion.

The course is structured around four major knowledge categories. We believe that the knowledge of these areas is critical for successful performance since the consultant's role is no longer one-dimensional. The four knowledge areas are:

- Knowledge of the industry and the products sold.
- Knowledge of the selling profession and the skills needed.

- Knowledge of and proficiency in personal and interpersonal skills.
- Knowledge of business operations.

“Person-To-Person”

Individuals in all professions that achieve a high level of success always look back to a key individual (coach, instructor or teacher) that took a personal interest in their career development. We use that same approach. Your assignments are not graded by a computer, but a person who cares and responds with personal comments. Completed assignments may be mailed or emailed to NBS.

The Registered Bridal Consultant® Course

There are sixteen assignments in the course and a final exam. They are as follows:

THE BRIDAL INDUSTRY: Takes a look at the industry, its players, influences and trends.

UNDERSTANDING BRIDAL FASHION: Provides comprehensive product knowledge in an easily accessed format. Topics covered include fashion theory and principles, sizing, basic design elements, gown components, and an important focus on using that product knowledge to sell effectively.

GROOM'S TRADITIONS, ROLES AND FORMALWEAR: Focuses on the groom, his role, duties and the wide array of formalwear choices available for the men in the wedding party.

WEDDING INVITATIONS: Provides a thorough and user-friendly guide to selecting and selling wedding invitations. This may be the only resource you will need.

THE HISTORY OF WEDDING TRADITIONS: Provides a rich compendium of global wedding traditions. As more and more brides seek to incorporate specific ethnic traditions into their own wedding plans, it is helpful for the skilled consultant to know about customs from many other cultures.

MARKETING BRIDAL: Applies basic marketing principles to personal marketing efforts. Introduces the ten steps to achieving sales success in bridal.

PERFECTING THE TEN STEPS: Focuses on the first four steps – opening the sale, gathering information about the wedding, gown selection, confirming and reassuring.

HANDLING OBJECTIONS: Provides a comprehensive look at a sales step which can prove difficult for many consultants. Looks at the role of objections in completing the sale and tackles some of the most common ones.

CLOSE AND REASSURE: Works to understand this critical part of the selling process by discussing the stages of a sale, the role of trial closes, and the importance of asking good questions. Provides classic examples of closings that work.

COMPLETING THE STEPS: Stresses the importance of an effective sales wrap up, procedures to follow in introducing additional products and services, the role of self evaluation and the vital role of effective follow up.

MORE THOUGHTS ON SELLING: Suggests more ideas from the experts on how to improve selling techniques. Includes specific ideas that have worked for successful consultants.

COMMUNICATION SKILLS: Looks at this critical component of performance. Recognizes that the ability to communicate clearly and effectively with others is at the heart of any success we achieve.

TIME AWARENESS: Emphasizes the importance of appreciating the unique gift of time given to all of us. In this world of 24-7 activity, it urges us to use our limited time wisely and offers suggestions on how to do this most effectively.

PHILOSOPHY OF SUCCESS: A perennial favorite with all RBC graduates, this chapter urges us to examine our own attitudes and offers some strong suggestions for positioning ourselves to achieve even more than we thought possible.

CUSTOMER SERVICE: Offers the belief that a focus on customer service and satisfaction is a strong, viable strategy for growth. Encourages managers and staff alike to review customer service beliefs in light of new learning about customer expectations.

STORE OPERATIONS: Focuses on the responsibilities of all staff to help manage store assets. Looks at merchandise, location care guidelines, loss prevention, credit card and bad checks.

FINAL EXAM AND EVALUATION OF COURSE: Upon completion of this assignment, you will receive the title and a certificate as a Registered Bridal Consultant®.



PAT MAHONEY

Director of Training, Fashion Division

Indeed, you will be in good company, as Pat Mahoney is the professional's professional.

She is the Director of Training, Fashion Division, for National Bridal Service and will grade and review each assignment. She is one of the bridal industry's top communicators and an expert teacher of bridal personnel.

Pat has conducted over 250 bridal seminars throughout North America. With over 30 years of bridal experience in sales, consulting, training, and teaching, she will share her expertise in answering your questions.

"The More You Know The Better"

Comments from NBS Members

All of Kelly's sales staff are certified through the National Bridal Service. They take the 16-week correspondence course to achieve this high level of bridal-service education. "We started doing this because it became evident that you've got to know what you're talking about," Kelly says. "Brides respond to people with knowledge."

Vows Magazine: Retail Standout: Moliere Bridal Salon, Oklahoma City, OK, Patrick Kelly, Owner

"I learned so much from the RBC course about laces and different gown styles including necklines, sleeves, etc. Even though "hands-on" experience is usually a good way to learn in the bridal business, I believe "hands-on" PLUS the RBC course is the best training."

Norman's Bridal, Lebanon, MO

"I am selling more to the bride now at one time than before. Most of the brides I work with come back to the shop for everything they need."

"I can read my brides better, which helps me to better serve them. In return for better service, my brides usually buy...I have more knowledge of fabrics and styles of gowns to help me find the right dress for the bride a lot faster. I don't try on as many as I used to."

"Overall, this course has helped me to become a better person. It has taught me not only how to handle the problems at work, but home as well. I wake up every morning looking forward to everyday. I have more confidence in myself than I had before."

Blushing Bride Shoppe, Milwaukee, WI



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Cover: Brenda Norman, Registered Bridal Consultant, Lebanon, MO

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Registered Bridal Consultant®

