



In 1951, National Bridal Service was founded on the principle that “professionalism” is a key ingredient to the success of a gift and bridal registry. 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 and gift industry by bringing recognition through certification to deserving bridal and gift consultants and helping them achieve peak performance.

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

For the bridal and gift 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 and gift registry.

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, Doris Nixon, who cares and responds with personal comments. Completed assignments may be mailed, faxed or emailed to NBS.

The Registered Bridal Consultant® Course

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

YOU CAN MAKE THAT SALE AND REGISTER THE BRIDE PROPERLY: Covers the gift registry, the anatomy of a sale and the importance of “closing,” plus 18 tips for achieving excellent sales performance. Also shows tools and discusses how to properly register the bride.

THE REMARKABLE HISTORY OF DINNERWARE: From the throwing of pottery by the Egyptians to the development of porcelain on the continent, this chapter covers the history of dinnerware and contains a brief synopsis of manufacturers, as well.

ALL ABOUT FLATWARE: Journey through time, from biblical days to the present, as you read the history of silver, how a pattern is developed, the multiple uses of flatware pieces and how to sell flatware.

ALL ABOUT STEMWARE: From a handful of sand to the finished product, this chapter also covers present day manufacturers.

THE GIFT REGISTRY AND GIFTWARE: A synopsis of companies making popular giftware and how to expand your registry to include giftware and decorative accessories.

THE MAGIC OF TABLETOPS: Color, themes, inventive centerpieces and napkin folding are all a part of setting a table. This chapter challenges your creative imagination.

WAYS TO MAKE A BRIDAL REGISTRY WORK: Fifty-one ideas to increase bridal registrations in your store.

THE PROPERLY MERCHANDISED WEDDING: A challenge to sell more for each registered bride.

WEDDING INVITATIONS: From the evolution of paper to proper wording for different wedding circumstances, this assignment will put you “up front” when selling wedding invitations.

ETHNIC CUSTOMS AND WEDDING TRADITIONS: We are living in a multi-cultural world. Learn about the ethnic customs from 41 countries. Most brides are interested in the history of wedding traditions. What's the meaning behind “something old, something new?” This chapter will serve as a reference manual for many years.

PERSONAL PUBLIC RELATIONS: Positive and negative attitudes and how they affect sales.

ETIQUETTE: This assignment requires the reading of a book, which is a delightful and practical guide to modern-day etiquette. Learning the rules of etiquette gives a person self-confidence.

TIME, OUR MOST PRECIOUS POSSESSION: Each person has all the time there is. Those who excel learn how to manage each moment.

MENTAL POWER: Desire, imagination, determination and persistence will ultimately determine how much you achieve.

TALK LESS, SAY MORE: Communication is the lifeline of all endeavors.

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



DORIS NIXON

Director of Educational Services

Doris Nixon, Director of Educational Services for National Bridal Service and President, *Weddings Beautiful Worldwide*, will grade each assignment. She is the leading authority on wedding etiquette, protocol and planning.

She has written for major trade publications in America and Europe, been quoted in national bridal publications and major newspapers, authored "One Perfect Day" and "The Groom's Corner," and is the writer of "Wedding Notes," a syndicated column that appears in over 100 newspapers. She has conducted over 200 seminars on bridal business and addressed buyers at every major gift market in the USA. Doris will answer all your questions about the bridal business. She's the professional's professional. Indeed, you will be in good company.

"The More You Know The Better"

Comments from Students

"This course has made a dramatic and permanent difference in my professional daily life. It has helped me gain knowledge in all aspects of my job, helped me in my organizational skills and paperwork methods. It has helped me to motivate my staff to achieve higher standards and goals. Most importantly, the course helped me gain self-confidence both professionally and personally."

Schneff's, Davenport, LA

"The Registered Bridal Consultant Program has been helpful in employee training to improve knowledge, confidence and professional approach as well as other aspects of the bridal department."

Starnes, Albemarle, NC

"My freshman year of college at Auburn University, I was undecided as to which direction I wanted to go with my life. That Christmas, I came home and worked at Claude Moore Jeweler with my family. I thought back to when I was a young girl going to work with my mother and not really understanding what she actually did all day. It was that Christmas, though, that I saw and appreciated the work that my mother did as manager of the Bridal and Gift departments. Now, I not only understood, but appreciated and enjoyed as well, working there part time and felt I would enjoy it full time. My parents told me about the National Bridal Service which our store has been a member of for about thirty years. It was then that I started my course to become a Registered Bridal Consultant, thinking how great it would be to follow in my mother's footsteps."

"After graduation, I actually did come into the family business, making me the fourth generation. I finished my bridal course on October 29, 2002, just eight years after my mother had completed hers and was so pleased with all the information and knowledge I had gained by doing so. I now work side by side with my mother registering brides, doing table and merchandise displays, and helping our customers make knowledgeable decisions in registering and purchasing. My mother and I both love what we do. We make a great team, and it makes me feel so good to have customers and brides tell me how much they enjoy their Claude Moore experience."

Beth Moore, RBC, Claude Moore Jewelers, Mobile AL



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