

# “DIVA” HOME SHOW OUTLINE CARDS

## Hospitality Time (things to do 15-20 min PRIOR )

- **Nametags.** Name on front & back. Use back for “On-Time” dwg later. (Optional)
- Hand out **DIVA Dollars**:
  - \$5 for calling to RSVP your attendance
  - \$5 ATTENDING
  - \$3 for arriving ON TIME
  - \$3 Modeling Premier JEWELRY
  - \$1 SOLID Color Top
  - \$1 Bringing their INVITATION
  - \$5 each FRIEND brought
- Hostess & every guest puts on Premier **jewelry**
- Guests bring **Purses** with them to their seats
- Guests choose a **Diva Excitement Box**

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If need be, start countdown, “**10,9,8**,etc.” announcing everyone needs to be in the room to be in the “on-time” dwg.

### 1. Announce “On-Time” winner

### 2. Explain “Purse Game” and “Excitement Boxes”

Call out the letter **I**, and so on...

### 3. **I**ntroduction

- Introduce **Yourself** and tell why you chose Premier
- **Thank** Guests for coming, No pressure, Relax & have Fun
- **SAY, “I’m here to do the best I can to help my hostess get as much FREE jewelry as possible!”**
- **“Please watch me carefully and if you can picture yourself, or someone you know, doing what I do even on a part-time basis, you owe it to yourself to learn more about this incredible company and opportunity!”**

### 4. **P**remier Designs’ History & Product

- Premier Designs is a **19-year-old biblically based** company based out of Dallas, **Texas**.
- Premier’s objective is to **Honor God** and **Enrich Lives**
- Our product is **High Fashion** Jewelry:
  - \* **bridge between costume and fine jewelry**
  - \* **looks expensive but is affordable**
  - \* **can easily be incorporated with our fine jewelry**
  - \* **PD jewelry is the FINEST in the High Fashion jewelry industry!**

5. **Golden Guarantee** [Go over GG Poster]

- **Manufacturer's Defect** means
- How to **care** for PD jewelry
- Keep **Pink** Receipts

[CALL YOUR HOSTESS UP AT THIS POINT]

7. **Hostess Recognition**

**THANK** hostess and present her with the following:

- Hostess **Order Form**
- Earned \$25 jewelry **Certificates**
- Hostess **Gold Card** (optional)
- **Hostess Gift(s)**
- **Model her jewelry** and say hers is at *"half price and Free"*

8. **Pass out Drawing Surveys & Pens**

- Have guests fill out top portion (name, address, etc.)
- **Read #1** aloud and **say**, *"whenever you're ready to answer #1, please do so at that time."*
- **Say**, *"Please wait to answer questions #2-4. Trust me, you WILL want to wait!"*

9. **DIVA Fashion Show** [WINNER GETS DIVA GIFT]

- Explain **Diva Competition**
- Give your "Queen Diva" (hostess) **crown, bubbles, boa, sunglasses**
- Start **Music** (#9 entitled *Supermodel*)
- Give **Boa & Sunglasses** to 1st model
- Take pictures (optional but fun!)

10. **Collect ALL jewelry from models and do short Jewelry Fashion Show**

- \* scarf-tying techniques (show with jewelry!!)
- \* versatility of more than one bracelet
- \* wear a bracelet with your watch: *"Wearing a naked watch is a fashion faux-pas"* [pronounced **foe-paw**] means "No-no"
- \* 4-inch necklace rule
- \* versatility of 30" necklace
- \* versatility of using slides/pins
- \* proper pin placement on *jacket*
- \* earring size & shapes

9. **Hostess Plan Benefits** (be enthusiastic!)

## 10. Drawing **S**urveys (Go through EVERY question w/them)

- At **Question #2**, do **BOOKING ACTIVITY** Now  
(Pass/Play, Shake-n-Book, Yes/Maybe, etc.)
- At **Question #3**, do **SPONSORING ACTIVITY** Now  
(Big Money Little Money, Ask It basket, If I'm Dreaming Don't Wake Me, etc.)
- At **Question #4**, ask for **REFERRALS** Now

**"Every Survey that is COMPLETELY filled out will enter my drawing for THIS!"** [Cell Phone Holder or other gift]

## 11. **C**ustomer Order Forms [pass out Customer Order Forms]

- \* Explain to guests how to fill out order form. You will figure tax.
- \* Full Payment Due with Order
- \* Form of Payment.
  - Cash, Check payable to [you]
  - Visa/MasterCard/Discover (if applicable)
  - Creative payment (combination)
- \* Allow 10-14 business days for delivery to Hostess

## 12. Announce "**F**REE Gift with Purchase"

- \* **\$50** purchase = Scarf
- \* **\$75** purchase = Diva bag
- \* **\$100** purchase = Both, Scarf & Diva

OR

**Envelope Game** (for every \$25 purchase, they sign their name by a number)

## 13. DIVA Dollar Winners shop from the Diva gift box/basket!!

**Completed SURVEY DRAWING** [collect all Surveys and have hostess draw a winner from those that answered all questions, including a Referral in #4]

**END of Presentation**

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## THEN...

- **During SHOPPING time**, Work the table suggesting pieces, looking for future Hostesses and ladies interested in the Business!
- **At CHECK OUT Time**  
**ASK EACH PERSON**, *“Would you like to help [hostess name] earn her \$25 jewelry bonus by inviting me and a few of your friends over? I’d love to help you earn lots of FREE jewelry for yourself.”*
  - Get HOME SHOW & HOSTESS COACH **DATES** on your **PLANNER!!**
  - Give her HOSTESS PACKET and have her fill out *“Hostess Information Sheet”* and hand it back to you.

### **Other things you could say:**

*“Have you ever thought of doing something like this? I think you would make a great Premier jeweler!”*

*“Would you be willing to meet me for coffee or lunch this week to show you how Premier works?!”*

*“I would love the opportunity to share this business with you. What do you think?!”*