

Elements of a Home Show-Tandy Flynn-7 Diamond Designer

SET-UP & INTROS

Be prepared- arrive 20 -30 min. max before show
(some hostesses will get stressed out if you are there too early-especially during the week)

Set up your trays and pack them in your case so that you can just pull them out and they are ready for your table. **Minimize your set up work.**

Keep your jewelry **set up fast & simple**

Make sure you set up your jewelry where there is a light on the jewelry- it must sparkle!

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Focus on bigger picture goals. Be repeatable. Selling jewelry is just one aspect. You have potential OP's & Bookings to attain as well. The easier you make it the better.

Help your hostess- she might need help with cleaning, food, kids or many other things. When your set up is quick - you can focus on her.

Offer to **accessorize a couple shirts-** new or favorite- for her at her show. This protects you from having to work with guests who might all be in T-shirts or otherwise undesirable attire.

Learn about her & her guests before they arrive. Ask purposeful questions- don't waste time with meaningless chit chat.

Ask who is coming that would like to be a **model** for you?

Ask who is coming that has a **financial need?** (For ex: Anyone w/ job loss in their family, single moms, ladies who like to shop ALOT :), Ladies who are doing home projects & could use extra cash?)

Who would be most likely to **book a show?**

Could she think of anyone who would be good at being a **jewelry lady-** or who would enjoy it?

Coach your **hostess** & let her know that she has **2 jobs to do.** She needs to be your assistant at the jewelry table & give out name tags at the door.

If it is possible to play a **fun music CD** as people walk in the door it sets the mood and the atmosphere to a creative energy & a better tone than quiet. (For Ex: Girls just want to have fun.)

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While **greeting the guests at the door**- make sure to give them a **warm handshake**- with 2 hands & sincerely tell them you are glad they are here. Touch is a very important connection to have & it warms up the guests.

Don't be too crazy- **become the person your meeting**. Mimic them to a degree- pay attention to see if they are quiet and calm, bubbly, loud & outgoing, etc. People generally gravitate & like people who are like themselves.

Take the guests to the jewelry table. **Find something they like & accessorize them**. Give them a ticket if they wear 2 or 3 pieces.

While accessorizing them, Make statements like "I bet you love your job..." and wait for the response. This opportunity to visit with them gives you **insight into them**. Their job, their tastes, financial situations, personality, mood, knowledge of premier.

Intros. Ask them questions when you begin like; What is your name, what do you do, what style of jewelry do you like, and what would you do with an extra \$1000 a month?

Be flexible & listen - cater to crowd. If they all like gold & you are ready to do a silver fashion show with Mandy - Change and grab gold pieces.

As you are doing the Intros- you could be **passing around the Barbie Bag**. Have them grab an item & say, don't look at it, just pull it out of the bag.

Put items in that allow you to talk about Premier Designs, you, fashion, family, awards, what you do & what the opportunity is about. These are just a few things. For Ex: the big money= avg. commission, the Light bulb= PD helps me to make enough money to keep the lights on, a lay(flower necklace)= PD has a cruise you could win every year, pic of family= able to be stay at home mom, awards=PD generosity (free jewelry, money, etc.) and sleeve bands=fashion - how to lose 10 lbs. in 10 minutes.

Have **folders** already on their seats for them. Ask them to pull out your **business card** and the **pink \$1000 bill** with your info on the back & put them both in their wallet. Tell them you want to be their jewelry lady FOREVER:) !! They should call you for birthdays, holidays, special occasions, and get together. Also, tell them to call you when they run out of cash you'll show them how to **turn that pink \$1000 bill into real money**.

Remember to be considerate, helpful, and friendly. **Leave early** so she can get to bed & take care of her family.

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