

## Shoppportunity 101

Sometimes the best ideas come out of sheer panic!! A few years ago, I relocated to a new area. Not long after moving, the Drapers wanted to come visit my new local downline and do an OP night. At that point in time, I only had 5 jewelers in the area, and I had passed most of my new customers to my new downline. We were working with small numbers to say the least.

**My first question--how do you get guests to an OP night and what do the guests really want??** JEWELRY! And what will be the best way to get them to come? Well, free is best, but I did not want our new jewelers to have to put out any money. So half price shopping was the answer.

**The next question--how to get the jewelers motivated to bring guests?** You would think just having the Drapers in such a small setting would do it. But the new jewelers had no idea what an opportunity that was for THEM! So, what do jewelers love? Cash & jewelry! So Shoppportunity was born: half price for guests & free jewelry for jewelers.

**Here is how it works.** The guests are able to buy at half price, with no limits, just for listening to the business presentation. The jeweler with the most guests (minimum 3 or more to qualify) will get a \$50 jewelry certificate from me! (Be prepared to give away multiple certificates for ties.) I also do loads of door prize drawings. We all know that we “over buy” when we get excited about something: hand bags, note pads, key rings, then we are left with a few odds and ends. This is the place to move them, as door prizes.

**So how do you invite the guest without hurting your personal sales??** At all my shows I do a sponsoring chat. At the end, I mention that we have “special events” from time to time--make sure you mark on your guest survey that you want an invitation. Now, I also follow up at the show with a one-on-one on the date book. But the big thing is to get an email address, so you can send out an evite or email. Either way, follow up with a call. Say something like this, “Hi Susan, did you get the invite to our Shoppportunity? Great! I know that you might not be interested at this time, but I am sure you know at least 5 or 6 ladies that might be interested in Premier. I would love to have your opinion, as well as have you as a referral center. What do you think?” This is an open ended question; she has to answer with something other than a yes or no!! But the key is to follow up with the phone call--that’s what gets them there, OR gets them on your books for a one-on-one or a new show.

**Our first Shoppportunity with the Drapers--5 jewelers brought 35 guests!!** We sponsored 5 within a month and 5 more of those ladies within the next 6 months. I think half price & free works...humm sounds like our hostess plan that is so very successful! 😊

Happy Shoppportunity!!  
Raenell Robinson