

Sponsoring & Bookings Made Easy Using the Guest Survey

Show Starts

- Introduce yourself
- Thank your Hostess
- Present the Hostess with the piece of Jewelry that she won at the previous show by playing the Play or Pass booking activity.
- Ask, “How many of you have never been to a Premier Designs Show before?”
- You say: “Let me tell you what’s going to happen”. “This is about fun, fashion, jewelry, and I’m even going to talk about how to make some money”!
- You say: “Everybody take out your guest survey”. Hold up the guest survey to show everyone what it looks like. Tell them to fill out the top information with the Hostesses Name, their name, address, etc.
- You say: “At the end of the show I’m going to be drawing from these guest surveys for fabulous prizes”.
- You say: “Were going to be modeling the Jewelry. As we model, I want you to list your four favorite pieces on the guest survey. This helps me to know what to model at future shows”

Modeling

This is some verbiage you can use during the modeling section to create interest in booking and getting more information about the Premier business opportunity. These are called SPRINKLES!

- This piece comes in the starter kit when you do this business!
- A lot of my Hostesses choose this piece as their Free Item!
- If you’re finding that you Love lot’s of this Jewelry you might want to think about having a show.
- If you find that you Love all of this Jewelry like I do you might want to consider selling it!

- Don't you Love all of this Jewelry! When I got started I got over 70 pieces to wear and play in and after just four show I was making a profit!
- How much fun can we have in one evening

Transition Line from Modeling to Sponsoring Talk

You Say “I have a couple more things to do. I have shared the Jewelry with you, now I want to tell you about the business”.

“Think about this for a minute. How many of you could use some extra income every month. Maybe to help pay to a credit card bill off, or take your family on a nice vacation, or as in my case to pay for kids braces and college. Or maybe, once a month you want to have an all about me day where you go shopping and buy whatever you want with the extra money that YOU'VE earned. Let me tell you, as a Premier Jeweler you make on average \$200 every time you have a show. So, if you were to have one show a week you could bring in an extra \$800 a month and if you did six shows that could be \$1,200. Wouldn't that help with your family budget? Tonight I have brought with me some Business Information Packets so you can read and learn more about this business in the comfort of your own home. What I would like you to do is go to question No. 2 on your guest survey and check yes, that way I'll remember to give you a packet.”

Transition Line to go Pass or Play Booking Activity

Say “you are not going to Believe how much Free Jewelry Premier gives you when you have a show!” DROP THE POSTERS.

Present the Hostess plan with the Home show posters! It is not necessary to go through each individual bonus! If you can hook the posters together with 1” rings and let them drop down, that is very impactful ! DROP those POSTERS!!!! They are all linked together!!!

SAY - You are going to get 30% of whatever you sell at your show in Free Jewelry – so if you have a \$500 show – you will get \$150 in Free Jewelry!

You get to Buy up to 8 items at ½ price!!! I don't know about you but when I go to a store the first thing I look for is the 50% off rack!

You can earn 4 - \$25 Bonus's which is another \$100 in Free Jewelry!

Take Premier Gold boxes and inside the boxes put pieces of paper that say on them one item of jewelry – for example: 3 featured pieces would be: Collette necklace, Shine Necklace, Party earrings.

One item of jewelry on a piece of paper per box!

Put these boxes in a Bag or Basket to eventually hand out!

Then SAY - **WE ARE GOING TO PLAY A GAME!** Walk around to each guest and hand them a box!

I'm going to take my bag or basket and each of you are going to get a box and hold onto it!

We have 3 featured items tonight!

If you Play the game you are guaranteed to win of these 3 featured items!

Key – you have to totally describe the 3 featured items!!! Sell the sizzle!!!

Shine Necklace – Number one gift giving item! Great for all ages. Double stranded with a beautiful delicate petite cross! Everyone loves this necklace and it is only \$19!

Party Earrings! - They Dangle they are fun they are comfortable they feel like feathers on your ears and they go with everything!

Collette necklace – This necklace is runway hot!! You can Double it – Triple it, wear it as a belt , layer it with everything!!!!

I'm going to come around and ask you if you want to play!

It's ok if you don't – it just means you won't get a free piece of Jewelry and just hand me back you box.

If you play hold on to your box. You're going to get the Free piece of Jewelry and you are the BIG WINNER because I will be coming to your home to do a show for you and get you lot's of Free Jewelry

Would you like to Play? - If they say no or I'm not sure, go back to them later and say have you decided yet, but just keep moving around to each guest!

Then when you have your guests who want to play – say **“Everyone open up your box!” Write on the Guest Survey and your Order Form what you won , so I can give it to you at your show!**

Close the Show

- You Say: “Everybody take out your survey. On line four check yes if you want me to keep you posted. That means if I have a sample sale, if I'm running a special, if maybe you want to have a show in the future I'll stay in contact with you”.

Now collect the surveys and do your drawings from the surveys. Then share your buying special for the evening and let them shop.

Take the guest surveys to the check out table with you. When the customer comes up to order pull out their guest survey and if they want a Business Information Packet give it to them at this time. If they checked no asked them if they would like on to give to someone else. Then you say: "When can I call you in the next two days to go over this". Stay quiet and let them give you a time a date.