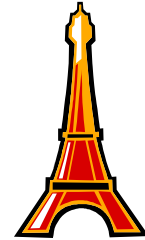


TOWER OF TREATS



This is a great retail incentive idea. Here is how it works:

Get stackable boxes (5) that nest in each other that are a rubbery, see through color (Container Store).

Display them on the coffee table and tell the customers that you just love "Gift With Purchase!" When you purchase one item of Premier Jewelry, you get a gift out of the top box. When you purchase 2 items of Premier Jewelry, you get a gift from the top box and the second box! (and so on) So if they purchase 5 items, then they receive one thing from each box - 5 gifts!

In the top box - I put a small business card baggie with my business card and 4 earring backs.

In the second box - their choice is either sleeve bands or a cute key chain.

In the third box - I have my scarves all folded up and they look beautiful in this box.

In the fourth box - Their choice of Premier Jewelry Cleaner or...I change this up, sometimes it is shoulder pads or designer inspired sun glasses, or something from Premier Incentives.

In the fifth box - I put cute animal print purses or pouches from homeshowsupply.com and inside is a piece of retired jewelry.

They always ooh and aah after each box and I really believe that it has helped my retail!

