

(Give this to them after you turn their contract in)

Before Your Training Show

- 1. Purchase fabric
 - 3 ½ yards, 45-60 in. wide
 - Color that shows gold and silver well.
 - Machine washable. (Not velvet or satin)
- 2. Buy 2 hand mirrors for your display (\$1 store)
- 3. Get 1 dozen ink pens for customers to fill out orders.
- 4. Purchase some name tags.
- 5. Tag your jewelry
 - Peel and stick onto back of earring cards
 - Peel and stick onto back of gold tags for necklaces, bracelets, rings and pins.
- 6. Work hard to earn all 4 of your \$25 bonus certificates
 - Keep show date = \$25 in jewelry
 - 10 or more people attending = \$25
 - \$100 in presales = \$25
 - 3 bookings on calendar = \$25
- 7. Go on Premier's website (once your jeweler # is assigned) and:
 - Create your login and password
 - Click on jeweler resources then click on business links
 - Click on Propay
 - Get registered for Propay so you can take MC, Visa, American Express, Discover at your Training Show.
- 8. Work hard to get 6-9 shows dated and on your calendar held in 45 days from your training show. That will win you Quick Start which = \$200 in free jewels for 6 shows, \$300 in free jewels for 9 shows. (**Get the dates** before your T.S. and I have a gift for you when you email me the dates)

- 9. Go to my website www.4jeweleronly.com password is ssandy and print off the handout by Penny Lacey called "How To Get Bookings" (phone verbiage) in the special featured handout section. Practice this to use while making your calls.
- 10. Put your name, phone #, and jeweler # on your customer order forms and catalogs.
- 11. Email Allison (the Draper's assistant) at lilredhd2@yahoo.com the dates you would like to do shows the first 2 months of your new business. (We want to put them on your booking calendar for you)
- 12. Invite, invite, invite! Everyone needs to get a written invitation or evite and a reminder call! (use the FRANK sheet to help you with names)
- 13. Send a catalog to away friends or family to help your presales for your Training Show.

Wear your jewelry everywhere, and tell people about your new, fun business. YOU CAN DO IT!!!

(Before you leave her training show, give this to her)

After the Training Show

- 1. Set up time to meet with me to put the show in on the computer.
- 2. Pick out all your free jewelry and write it down.
- 3. Continue getting all your bookings on your calendar.
 - Remember 6 shows in 45 days of your T.S. = \$200 retail jewelry certificate. 9 shows in 45 days of your T.S. = \$300 retail jewelry certificate.
 - WOW – you can do it and it's soooo worth it!
- 4. Attend a NJO (New Jeweler Orientation)
- 5. Set up time to role play your show with me (before your 1st show on your own)
- 6. Put all of our trainings on your calendar – These are so important to attend! (Those who train remain!)

You are doing great and I am so very proud of you!

Push through the short learning curve! You will love your new business and I'm here to help you!!! 😊

Use Premier's training on Premier's website and use the Draper's website for additional training, handouts and ideas!

www.4jewelersonly.com

password: ssandy

** Watch my training called "Something New To Keep It Simple".

(Give this to them when you role play sometime between their training show and their first show alone)

At your Home Shows

- Set up jewelry
- Set jewelry area for the presentation (posters, booking and sponsoring activity, hostess clip boards)
- Set up check out area (calculator, \$ bag, pen)
- Greet guests
- Name tags, refreshments, situation cards (optional)
- Hand out pens and order forms
- Thank hostess, give her clip board & gold card
- Tell who you are and quickly let guests tell their name, how they know hostess (1 word answer)
- Tell tips off fashion forecast sheet
- Model – hostess, guests, you (or use mannequin)
- Pass jewelry around – as it's modeled
- Tell warranty during fashion show
- Have fun and smile!
- Show script (after fashion show)
- “Do you know that every time I do a show, I find that there are always 3 types of people in attendance? I would LOVE to introduce you to the three people that I meet at every show. Now, in order to do this, I need 3 volunteers. And don't worry, it's not a speaking part and you're not going to be embarrassed!” Get three ladies up to front (they each get 4 tickets)
“Okay, tell everyone your name...”

“The first person that I meet at every show is a customer. She is someone who says, I love this jewelry! And I want this, this and this...and she buys it. For example, _____ has found 3 pieces of jewelry that she loves, because she is the customer.” Hand her 3 pieces of pre-selected jewelry.

“And because _____ purchased 3 items tonight...guess what? She is going to take advantage of my special which is _____” to customer, “Are you a happy customer?!!!”

“Now, our next person that I meet at all of my shows is a hostess. You are not going to believe, what a hostess will get just for having some friends over and letting me show the jewelry. We’re at an evening show tonight, but did you know you can have a show during the day, you can have a show at your office, and you can have a show at a restaurant...” “Okay, I’m going let you represent our hostesses out there. Ready? Now we’re going to pretend that her show is a \$500 retail show and when a hostess holds a show, she will get 30% of her sales in FREE JEWELRY!! Now I’m going to let every piece of jewelry I hand you, represent \$25. So you had a \$500 show, and you get \$150 in free jewelry. All of this is your free jewelry!!!! This is FABULOUS! “ (Drape 6 pieces of jewelry around her neck and arms)

“Also, my hostesses get to buy things at ½ price! Because your show was \$500, you get to buy up to 8 items! How many would you like to get at half price?” Have her answer, then answer, “So you’re going to get 8 things at half price?” Drape more jewelry while counting out loud... 1....2.....3....“So, there’s your half priced items. WOW –you look great!

Now, for doing 4 simple things, Premier is going to give you \$25 in free jewelry for each of these 4 simple things! The first thing they are going to do, is to give you \$25

in jewelry just for saying ‘hey, fun jewelry lady, come to my house and do a show for me!’ So, for booking a show, and not changing the date, you’re going to get \$25 in free jewelry.” (Hand a piece of jewelry after describing each bonus). “You’re also going to get \$25 in free jewelry when you have 10 or more people in attendance that are 18 or older, you’re ALSO going to get another \$25 when 3 of your friends have a show and you’re ALSO going to get \$25 in jewelry when you show that catalog around, to the people that can’t come, and get \$100 in pre-sales.” Talking to hostess ‘wow, you’ve got 30% of your sales in free jewelry, you’ve bought 8 items at ½ price and then you got to earn up to another \$100 in free jewelry for doing 4 simple things! Here is our hostess!!!” (said to hostess then crowd)

- DO BOOKING ACTIVITY & offer it to your 3 volunteers too!

“Now ladies, we’re going to play a little game right now...and this is when you get to win 2 things! The first thing you can win, if you play, is you get to win one of our gorgeous petite tennis bracelets. The second thing you can win if you play is a FORTUNE in free jewelry!” (Smile and be personable!!)

“So basically, what I’m going to do is I’m going to walk around to each one of you...and if you want to win a fortune in free jewelry by having your own home show –all you’re going to do is just pick one of my boxes out. When you pick your box, it’s going to have a little note in it which will tell you that you have either won the petite tennis bracelet or you win a trip to my gift bag!! And I have lots of fabulous gifts in there...and you get to choose one of those!” “I’m going to walk around and see who wants to win a fortune in free jewelry?!!!” (Hold bag in front of them and say) “Would you like to earn a fortune in free jewelry??!!” (Now ask them to each open their box and tell everyone what they earned. Give them their prize) If they said no during this time, just think ‘they are a processor...they need more information. Be

sure to ask them during check out!! You need to figure out what her fear is. Maybe she doesn't understand what's in it for her or what's expected of her. Maybe she has an issue she's fighting with...maybe she's moving, kids schedules, husbands work schedule. Maybe they just DON'T do the 'show thing'. It has nothing to do with you....they just have enough money they can just buy what they want. And we need those people!!!

To customer "are you still a happy customer?!!" To hostess "are you a happy hostess?!!!" "Okay, let's scoot on over because I want you to meet my next person that comes to every one of my shows! The next person is the NEW Jewelry Lady! She's the lady that sits there and says 'Wow...I love this jewelry, I would love to be able to wear it all the time, I would love to be able to get out with big people and you know what? I have a little need for some extra money.'" "Now, I was talking with ____ (volunteer)--- beforehand and she told me she works a full time job and she has 3 boys that are all involved in sports...and it's getting expensive. And she needs some extra money right now to be able to pay for all that extra sporting stuff that these guys are doing. So guess what? ____ has decided to be a jewelry lady just like me!! Let's pretend that ____ did this show that was \$500. (point to the hostess you just draped jewelry on) "Do you know what? ____ just made \$250 cash for doing that show for a couple of hours." (Count out money ...\$50, \$100, \$150....) Every time she does a home show, it's like an ATM machine...she gets cash in her pocket right then!" "Are you a happy jewelry Lady?!" "Are you a happy hostess?!!" "Are you a happy customer?!"

"Well let me tell you, any one of you could be a new jewelry lady, and we've got something really special coming up, it's called bracelet night. A bracelet night is where you come and hear how Premier works... and there's a super huge surprise but I can't tell you the surprise until I give you a reminder call. So, when you check

out tonight, I'm going to ask you if you want a reminder to our bracelet night, and if you do I'll just write that down and give you a phone call." "Now, while you give me back all of your jewelry...everybody is going to clap for you!" 😊

- CLOSING TIME
- Do drawings
- Explain payments
- Tell how to order
- Tell how to pay
- Tell when the jewelry will come to hostess
- Tell them to look at catalogs too
- Remind them of the special
- Do drawings (I do 3)
- Say, "Let's Shop!"
- CHECK OUT TIME

Look at the pieces the customer crossed off of her order form. Add those pieces up really quick, figure out how much retail she would have to sell and then say..."Girl, we could have a \$250 show, and you could get that stuff free! Okay, seriously...let's do that!!! I've got this date and this date free (pointing to calendar) which ones best for you?"

Looking at upper right hand portion of order form to see what they answered "-----, I notice you said you could use an extra \$1,000 a month because you'd really like to pay off those school loans." Let her respond "I totally get it, that can be expensive. If I could show you a way that you could have that money to pay off those school loans, would you be willing to sit down with me and let me just tell you about that?" Yes... "I noticed there is a Starbucks right around the corner I could

meet you there Thursday morning this week or Friday night this week". Then set the date.

Say to each customer: "Would you like a reminder call about our bracelet night...and I'll tell you what our surprise is" If she says yes...then write YES, REMINDER CALL" on the order form.

Later, when making the reminder call say "I'm giving you a reminder call for the bracelet night on _____. The surprise is you're going to get to purchase anything, as much as you want, at ½ price that night - just for coming to hear about how my business works!! Did you want to come to the bracelet night on this date, this date or this date?" Have a spiral notebook and fill in her name and phone number on the date that she said works for her. Do this for EVERY SINGLE PERSON AT THE HOME SHOW!!! The day before the bracelet night call and say "I just wanted to let you know that the bracelet night is tomorrow nightjust giving you a last minute call... is that still going to be good for you?" (If no, then say 'no problem!' Can I give you a reminder call about the one on the 23rd or the one on the 25th?) Then move the name to the new list.