

*Premier Designs*

HIGH FASHION JEWELRY



**Seven Tracks  
to a  
Successful Business!**

*New Jeweler Orientation*

# *Premier Designs*

HIGH FASHION JEWELRY

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# Home Show Outline

## **Introductions**

Yourself—name, how long you've been with Premier, etc.  
Guests—name, how they know hostess,  
what kind of jewelry they like

## **Thank Hostess**

Present gift

## **Welcome**

Who has been to a Premier Designs Jewelry show before?  
This is the format for today:  
Fashion show  
How to earn free jewelry  
How to earn money in this business  
Shopping!!  
Few words about Premier Designs—started in 1985,  
based in Dallas, Texas, High Fashion jewelry, not  
fine or costume jewelry

## **Fashion Show**

Show 5-6 ensembles  
Silver, Gold, Two-tone, Beads and Bling

## **Guarantee**

Show poster

## **Hostess Plan**

Show posters, boxes or tray of jewelry that hostess can earn

## **Booking Activity**

Pass or play, special for the month, featured piece, etc.

## **Business Opportunity**

Your story—why you joined Premier, show information packets

## **Closing**

Guest Surveys, Order forms, Specials for the evening, etc.  
Let's go Shopping!!

**New Jeweler  
Booking Tracking Form**



**Jeweler Name** \_\_\_\_\_  
**Training Show Date** \_\_\_\_\_  
**Quick Start End Date** \_\_\_\_\_

	<b>Bookings Before and At Training Show HOSTESS</b>	<b>DATE</b>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____

	Hostess	Show Date	Retail	Number of Guests	\$100 Advance Orders (Y/N)	Number of Bookings	Prospects Name	Contact Sponsor
Show 1					Y / N			
Show 2					Y / N			
Show 3					Y / N			
Show 4					Y / N			
Show 5					Y / N			
Show 6					Y / N			
Show 7					Y / N			
Show 8					Y / N			
Show 9					Y / N			

\*Call or contact your sponsor with results from each show and you win \_\_\_\_\_

# Perfect Start

*Please fill in your dates that you have completed*

Name: \_\_\_\_\_ JS DATE \_\_\_\_\_

## **Attend first 3 Monthly Trainings Consecutively**

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Attend One New  
Jeweler Orientation

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**Attend One Opportunity Presentation / Purse Night**

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## **Hold a Minimum of 12 shows**

1.	_____	7.	_____
2.	_____	8.	_____
3.	_____	9.	_____
4.	_____	10.	_____
5.	_____	11.	_____
6.	_____	12.	_____

You have one year to complete your Perfect Start. You must turn this completed form into your Upline in order to receive \$100 in Free Jewelry.  
Please specify what you would like on this form.

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# 1. Hostess Coaching

1. Pink Hostess Packet contents:  
catalogs, 3-4 order forms, business card, guest list, flyer—Thanks for booking, Flyer—Pre-orders, pack of 25—40 invitations
2. Hostess Benefits: Make sure hostess understands bonuses, 1/2 price and 30% free, she pays tax and \$4 shipping.
3. Invitations: send 10-14 days before show  
Over invite! 25% actually come. 10 people at the show is a \$25 bonus in Free jewelry.
4. Catalog: items are shown actual size, except rings and some earrings. Show catalog to people that aren't able to attend—\$100 in pre-orders gets you a \$25 bonus in FREE jewelry!
5. Reminder calls: 2-3 days before show increases show attendance.
6. Money: acceptable payment day of show— checks (payable to jeweler), credit cards or cash
7. Refreshments: keep them light and easy 15 min. prep  
keep people at the jewelry table not the food table  
No alcohol policy.
8. Day of show: Jeweler arrives 30-45 minutes before show starts, jeweler brings table cloth, hostess should wear solid color top and favorite pieces from jewelry display. Table should be large enough to hold jewelry.
9. Marketing plan: Hostess is always primary prospect. Tell her to watch what you do and see if she might like to do this. Explain 50% of total sales is earned by jeweler. Ask if she knows anyone looking for extra in come or might be good at this.

# Hostess Coaching Checklist

## First Call: (About two weeks before the show)

- \_\_\_\_\_ Confirm Date
- \_\_\_\_\_ Remind to send out invitations (40 is a good goal)
- \_\_\_\_\_ Go over hostess benefits
- \_\_\_\_\_ When to expect your next call
- \_\_\_\_\_ Looking forward to her show - It'll be fun!
- \_\_\_\_\_
- \_\_\_\_\_

## Second Call: (About one week before the show)

- \_\_\_\_\_ See how RSVP's are coming
- \_\_\_\_\_ Encourage outside orders
- \_\_\_\_\_ Important to call guests she hasn't heard from
- \_\_\_\_\_ Show details - simple refreshments, table, style or jewelry preferences, etc.
- \_\_\_\_\_ When to expect your next call
- \_\_\_\_\_ You appreciate her and can't wait for her show
- \_\_\_\_\_
- \_\_\_\_\_

## Third Call: (Day before show)

- \_\_\_\_\_ Final count so you'll have enough folders
- \_\_\_\_\_ Directions to her house
- \_\_\_\_\_ What time to expect you
- \_\_\_\_\_ Remind her to wear solid colored top to model jewelry
- \_\_\_\_\_ It'll be fun and you're excited!
- \_\_\_\_\_
- \_\_\_\_\_

- ALWAYS start conversation with, "Is this a good time to talk?" It shows care and consideration.
- BE HAPPY! Make sure she can "hear" your smile.

# Thanks for Booking

My goal is to get you a ton of FREE jewelry.  
So let's work together to make that happen.

- ◆ Keep refreshments very simple.
- ◆ Invite lots of friends and family.  
(If you want 10 people invite 40)
- ◆ Reminder calls are very helpful.
- ◆ Wear a solid color top so you can model your favorite piece of jewelry.
- ◆ Get excited! You're getting free jewelry!



Call if you need anything.  
Premier Designs High Fashion Jewelry

## 40 Guests in 4 Minutes

Why 40? Usually only half to a third of those invited will be able to attend. By inviting 40 guests, you will ensure the success of your party! Sounds difficult to do? Not really, give it a try...



### CAN YOU NAME:

4+ RELATIVES

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4+ FRIENDS

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4+ CO-WORKERS

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4+ NEIGHBORS

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SOMEONE  
LOOKING FOR  
EXTRA \$\$\$

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4+ CHURCH OR  
SOCIAL GROUP  
CONTACTS

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4+ CONTACTS  
THROUGH  
CHILDREN

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4+ PLACES YOU  
DO BUSINESS  
(Bank, Hairdresser)

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2+ PEOPLE WHO  
WOULD LOVE A  
NIGHT OUT

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4+ PEOPLE WHO  
OWE YOU A  
FAVOR OR YOU  
HAVEN'T SEEN  
IN A LONG TIME

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4+ SPOUSE'S  
CO-WORKERS  
AND/OR  
RELATIVES

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\*bonus  
HOSTESS YOU  
BOOKED FROM

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**\*Remember that  
no one is ever  
insulted by an  
invitation! \***

# Pre-Orders

## Why it's worth it...

If you get \$100 or more in orders before your show  
- you get a **\$25 bonus** in FREE jewelry!

## Plus...

you get **30%** of those orders in FREE Jewelry!

**Example:** \$120 in Pre-orders

\$25 bonus for pre-sales

\$25 bonus for keeping date

\$40 from 30% of \$120 in pre-orders

**\$90 in FREE Jewelry before your jewelry show even starts!!**

**It's worth your time!**

# 2. Golden Guarantee

## Show Golden Guarantee Poster

- The best feature about Premier's jewelry is the guarantee. What separates our jewelry from anything you find at the mall is our guarantee and me, your jewelry lady. I am here to serve you in all your jewelry needs.
- If you purchase a piece of jewelry and you have a manufactures defect such as a stone falling out or a clasp breaking, please call me right away and I will get you a new piece. If this happens in the first 60 days you get your jewelry, there is no charge. If it is after 60 days there is a \$5 plus tax service charge and you get a brand new piece of jewelry.
- If the broken piece you have is no longer available, I would be happy to give you credit for another item. Your cost would be the \$5 service charge.
- This guarantee does not cover normal wear and tear.
- If you are not happy with a piece of jewelry you purchase please call me right away and I would be happy to exchange it for you. This should take place in the first 10 days that you receive your jewelry.

## Remember the Five "S" when wearing your Premier jewelry:

1. Spray—hair spray, perfume, deodorant, etc. can damage the finish on your jewelry
2. Sweat—don't wear your jewelry if you will be doing vigorous exercise—or just avoid exercise all together
3. Sleep—necklaces can tangle and kink while you sleep, also give your jewelry a rest in between wearings.
4. Shower—Soap scum can build up on your jewelry so keep it out of the shower. Excessive moisture is not good for jewelry.
5. Swim—chemicals and chlorine can damage the finish of your high fashion jewelry.

*Premier Designs jewelry is high fashion jewelry—the bridge between fine and costume jewelry. Clean and take care of your jewelry and it will look fabulous on you!*

# 3. Fashion/Jewelry

Using a mannequin or your hostess in a chair, show 5-6 ensembles. Premier has jewelry for all shapes, sizes, tastes and price ranges. We have classic, trendy, chunky and conservative. We feature:

1. Silver
2. Gold
3. Two-tone
4. Beads
5. Bling

## Reasons to wear jewelry:

1. It makes you look thinner
2. It stretches your wardrobe and makes an old outfit look new.
3. You get compliments!
4. It makes an outfit look polished and put together
5. It brings the focus up to your face
6. It adds color to a basic background
7. It makes you feel special and pretty
8. It's easier to travel with than 10 outfits
9. It shows off your personality.
10. You give off a good first impression

Pass the jewelry—the more the customers touch and feel the pieces, the more chances they will buy.

# Fashion Personality Types

## Romantic

Think feminine, floral, vintage, nostalgic and enchanting. You prefer florals, pastels, lace and ruffles. You love antique-looking jewelry, beading and pastel colors. You wear fabrics that move gracefully, and may have a ribbon, lace or a bow for detail.

(Ex. Jane Seymour, Nicole Kidman...Boutiques)

Jewelry: Pritorose set, Pretty in Pink ring, Victoria set, Callini ring.

## **DRAMATIC:**

**THINK BOLD AND EYE-CATCHING, BOTH IN COLOR, PRINTS, AND JEWELRY. YOU FOLLOW THE LATEST TRENDS IN CLOTHING, HAIRSTYLES, AND MAKE-UP. YOU HAVE MANY DIFFERENT SHOES AND HANDBAGS FOR MATCHING OUTFITS.**

**(EX. JOAN COLLINS, CHER, MADONNA, J LO)**

**JEWELRY: JUNGLE FEVER SET, PHOENIX SET, HARVEST NECKLACE AS A BRACELET.**

## Classic:

Think understated elegance—classic, tailored clothing. Your jewelry is chic and simple, never over or underdone. You enjoy time-honored quality and design. Classics wear streamlined clothing with simple lines, and love cashmere, wool, silk and linen.

(Ex. Grace Kelly, Candice Bergen...Casual Corner, Talbot's)

Jewelry: Regency, Susan set, Simple Elegance, and Hoop earrings.

## Natural:

Think comfortable, yet chic, sporty and healthy with a relaxed easy style. Naturals never want to look overdone. You prefer natural fabrics that breathe (like cotton and denim). You never dress flashy and prefer smaller jewelry. Earthy designs: chunks of stone, bone and mother-of-pearl.

(Ex. Meg Ryan, Helen Hunt, Sally Field . . . Gap, Land's End)

Jewelry: Satin, Playful, and Simply Charming sets.

## PERSONALITY QUIZ

# What's your most essential piece of jewelry?

Imagine you're taking a spur-of-the-moment trip and only have time to grab one piece of jewelry before you leave. Aside from your wedding or engagement ring, what would you take? Experts say your choice is worth its weight in gold - because it reveals the qualities you value most about yourself! "Since ancient times, humans have imbued jewelry with an almost mystical importance, an unspoken expression of the personal values, strengths and status we hold dear - and that's just as true today as it was in the past," says jewelry expert Judi Anderson of [www.jewelryexpert.com](http://www.jewelryexpert.com). So choose your must-have piece - and discover what makes you a golden girl!



### NECKLACE

#### YOU'RE A SENTIMENTAL ROMANTIC!

"Our surveys show necklaces have more sentimental value than any other type of jewelry, whether they're a gift from a loved one, a treasured heirloom or a precious reminder of the things we value most," reports Anderson. "Combine that with the fact that the neck is a distinctly feminine area, and you have a piece of jewelry that's most often favored by women who take pride in their gentle, romantic side." Of course, you're modern women, not a damsel in distress, but you do enjoy feeling feminine and pretty. Your motto? You go, girl! - because you know that true confidence lies in being true to who you are!



### WRISTWATCH

#### YOU'RE A CONSCIENTIOUS LEADER!

"Folks who just can't exist without their watch tend to be the grown-ups of the world: thoughtful, conscientious and big believers in following the rules. These are the reliable people who make society run for others," says Anderson. You know that those who play by the rules always win out in the end - and that's why you're such a glittering success!



### RING

#### YOU'RE A FAITHFUL TRADITIONALIST!

It's an unbroken circle - a symbol of eternity, faithfulness and bonds that can't be broken. For thousands of years, rings have been used to signify faith, tradition and inclusiveness - think wedding rings, class rings and the rings worn by kings and religious figures. "That's why if a ring is important to you, odds are you're a solid traditionalist with strong, proud values and cherished ties to the past," says Anderson. You love your home, country and family, and you believe in doing things the old-fashioned way. Your graciousness, discretion and loyalty are appreciated by everyone who knows you - and your traditional values help you stay content in today's ever-changing world!

### EARRINGS

#### YOU'RE A PRACTICAL ACHIEVER!

"Earrings are most often the choice of busy, high-achieving, practical women who juggle lots of responsibilities and need instant, distraction-proof polish," says Anderson. But that's not the only reason you never leave home without them: studies show earrings also draw people's focus to your face - and with your quick mind and achievement-oriented personality, that's just where you want it! Folks see you as a bright, motivated doer - the kind of person they'd rely on to get anything accomplished!



### BRACELET

#### YOU'RE AN OUTGOING CHARMER!

Your hands are how you interact with the world, whether you're shaking hands, typing an e-mail, cooking for your family, or any number of other "hands on" activities. "If you like to keep them decorated with a highly visible item like a bracelet - which studies indicate is much more noticeable than a ring or a watch - chances are you're an extroverted charmer who loves to be right in the center of the action," say Anderson. Your count-me-in attitude means you're always in the know - and in demand!



## FIRST IMPRESSIONS

You will never have a second chance to make that first impression!

There are 4 elements in making a great first impression:

- 1) A good haircut.
- 2) Natural, flattering makeup. Not over/under done.
- 3) Eye catching accessories
- 4) Flattering wardrobe – wear clothes that fit!

## HEAD-TO-TOE FASHION TIPS

Hair – Get a good haircut. Cut your hair according to your face. Keep your hair clean and well groomed. Your hair IS an accessory that can change your whole appearance!

Eyes - Brighten up your eyes with a little color. Your eyes are the windows to your soul!

Smile! – This is your most important asset. Use lipstick to enhance your beautiful smile.

Ears – Never leave home without earrings! They are the most important accessory a woman can wear. Little earrings make a small person look smaller and a big person look bigger! Never repeat the shape of your face.

Shoulders – shoulder pads give you the appearance of being 2 inches taller and slim your figure. They draw people's eyes up to the face.

Neckline – There are 5 basic necklines in fashion (see reverse).

Wrists, hands, and fingers – stacking bracelets in multiples make a more polished look. Never have a naked watch! Always partner your watch with a simple bracelet. Wear rings on different fingers. Your wedding ring stands alone. Polished or manicured fingernails make a great first impression. It doesn't have to be bold or colorful, just neat and clean. ¾ sleeves are most flattering and can make you appear 10 pounds thinner! Attention is drawn upwards not downwards.

Shoes – Wearing a heel on your dress shoe will give your calf a slimmer look. Hosiery should match your shoes and need to be the same color as your hemline or darker.

Clothing – wear classic not trendy clothes. Buy clothes in solid colors and accessorize. This will make your wardrobe budget go further! You can have the look of several outfits with just a few outfits and many different accessories. You should spend 2/3 of your wardrobe money on accessories. Basic is best.

# Basic Jewelry Techniques From the New Fall



## President's Package

**Create a “Y” necklace** – *i.e.* take Lauren n, clasp in front with several links hanging down in front.

**Extend** – you can extend most of our necklaces (if they don't have an extender attached) with the matching bracelet to add 7”- 8”.

*Examples:* Lauren n & b you can also extend with Lauren b to create a 25” necklace.

**Switch** or add pendants –

**Layer** – Layering 2 necklaces together with similar color, length, and style creates a dramatic effect. **Wrap or Twist** –Take Mahogany n twist around each other for a different shorter look. Necklaces need to be the same length.

**Frame** – take a pendant style necklace and frame a longer necklace around it to draw attention to the pendant.

**Double** – any of your 30” necklaces or longer

**Triple**– necklaces need to be 48” or longer

**Butterfly - Take** your 36” Duchess pearls and keep clasped, put both strands behind your neck and bring two loops forward; pin So Pretty, Daybreak, or Sundial onto the loops and place middle, front, or to the side.

# 4. Hostess Plan

*Three scenarios for presenting the hostess plan*

## **Boxes**

(get two volunteers **from the audience**)

**Connie Customer—put 2 boxes in her hands and tell them avg. guest purchase 2 pieces and spends about \$34 each...with tax and shipping around \$70.**

**Holly Hostess—Average Show is about \$600—hostesses get 30% free..which is about six boxes.. Stack them and count aloud \$30, \$60, \$90, .... Hostesses also have the opportunity to earn \$100 in bonuses and purchase 8 items at half price. Great way to update your jewelry wardrobe and do it for free!**

***Roll into play or pass!***

# 5. Bookings

*Becoming a master booker will ensure a successful business!*

## **Why do customers book?**

- Their wish list is long
- They like you, the jewelry lady
- They can see their friends liking this product
- They had fun at the show
- They want FREE jewelry
- They want the incentive prize
- They were asked!
- The show is short and sweet
- No pressure!
- They liked learning how to accessorize
- They were asked!

## **Booking at the jewelry show:**

*A booking activity brings them to a point of decision.*

1. Deal or No Deal
2. Featured item
3. Special for the month
  - A. Ring in New Year - pick a date and get a ring for the price of that date
  - B. February—Heart jewelry free to the hostess
  - C. March—Spring Cleaning—Free polishing cloth and jewelry cleaner to the hostess
4. Wheel of Wow!
5. Show to go—brownie mix, plates and napkins in a bag
6. Hostess packet in a cute tote
7. Three tennis bracelets on the hostess
8. Premier Incentive charm bracelets
9. Dice game—shake to win
10. Basket of min purses with prizes inside

# Verbiage Tips...

By Laryn Weaver

## Verbiage tips by Laryn Weaver

### Bookings

#### *~At the show~*

“I would like to show you how much jewelry my average hostess receives. (I do stack the boxes)” “So if you see lots of stuff tonight that you would love to have, or if you have never worn jewelry before and would like to start your collection, I would love to do a show for you and help you get started.”

#### *~After the demo~*

“You seemed to like every piece that went around the room. I would love to do a show for you! Are you going to be one of Mary’s 3 bookings tonight?”

#### *~Booking Objections~*

My friends are home-partied out “So you have done home shows before?” That’s what so great about doing a Premier show. No one has ever heard of us before and when people get the invitation, everyone wants to come and see what’s new.”

#### *~My house is too small~*

“No house is too small if you really want to do this! You can do a combination show. Collect most of your sales in preorders and only have 6-8 women at your house. That way, you still get the benefits of doing a home show, plus you earn you bonus for getting preorders and you’ll get to see everything with your clothes at your own house.”

#### *~I’m just too busy right now~*

“Oh, that’s too bad! This is the best month to do a show! There are promotions going on this month for our hostesses. You know, I do shows at night, in the morning, the afternoon, at work places, whatever works for you. I would hate for you to miss out on the promotions by waiting until later. Would you like to do a Saturday morning Java and Jewelry show form say 10-12. That’s usually a great time for people.” (You offer whatever incentive you would like for that month.)

## **Lifestyle Booking**

1. Look like the jewelry lady. Have a professional image such as a nice haircut, fashionable clothing and eye-catching accessories. You are a walking advertisement for your business. Show confidence.

2. Be a name collector. When meeting someone out and about that compliments your jewelry, get their name, phone number and address and offer to send them a catalog. Follow up with a phone call within 48 hours.

3. Have materials available in your car or purse such as mini catalogs, brochures, business cards, etc.

4. 30 second commercial about what you do is crucial.

Example: "I love the necklace your wearing"

"Thank you, I rep a high end line of fashion jewelry that's very affordable. This is part of my line. Have you heard of Premier Designs? I would love to send you a catalog. Can I get your name and address?"

If someone asks you what you do for a living:

I have the best job in the world, I give away jewelry for free and I teach women how to run a successful home based business.

5. Compliment other women's jewelry. It's a great way to talk about your business once the conversation gets going.

Example: "I love your necklace! I always notice people's jewelry because I have my own jewelry business."

## Big Money (as told by Stephanie Green, 3 Diamond Designer)

..... I still do BIG MONEY near the beginning of my show.... And I initially peak the guests interest at introduction time.. I say “ Ladies, I would love to get to know you all just a little bit better... lets go around the room and please tell me 3 things about yourself... your name, how you know the hostess and what you would do with an extra \$1000.00/month.. EVERY MONTH... just not a one time thing..”

After everyone has gone, including the hostess.. I take my turn.. I introduce myself again.... “ once again ladies, my name is Stephanie Green, and I know the hostess from ...(where ever), and let me tell you a little bit about me and what I wanted to do with an extra \$1000.00/month I have been a jewelry lady for a little over 2 years now... and when I went to my first jewelry show.... I was working as a nurse 2 days a week at Aultman hospital in Canton, Ohio..., I was not looking to do anything else, I liked my job and thought I was making great money, ..... until I over heard the jewelry lady there say how much money she was making..... Well. we all have a lot of great things that we would do with that extra money and for me... my husband and I have always wanted to build our own house.. and I knew the faster we saved the faster we would build that house... so I decided to be a jewelry lady.. and do a couple of shows per month and continue to work at the hospital..... but it did not take too long to start making double the money in ½ the hours....

So after about 9 months I quit my nursing job and I just do this now.. I love what I do... I get to meet great women like you all, I make my own schedule, I don't have to inventory anything or deliver anything and I have no quotas to meet.... so let me show you how easy it is to make that extra \$1000.00/month we just talked about.... Can I have a volunteer to help me out... and you do not even have to say a word”... someone comes up.. And I say.. “Now let's pretend that Suzie decides to be a jewelry lady just like me..... When you are a jewelry lady you make 50% of everything that you sell...

Now Suzie just wants to work about once a week... so Suzie goes out her first week and has a very avg. show of \$400.00.. so how much money does she make?  
( (crowd replies \$200.00),, now the 2<sup>nd</sup> week Suzie has a \$600.00 show.. so how much money does she make ( crowd replies \$300.00). the 3<sup>rd</sup> week Suzie has a very busy week..... Well she's her own boss and sets her own schedule.. so she does not work that week... but the 4<sup>th</sup> week Suzie has the time to do 2 shows.. the first one is a \$400.00 show so she makes ???,( crowd replies \$200.00),, and the 2<sup>nd</sup> show that week is \$600.00, so she makes ( crowd replies \$300.00).... Suzie would you tell me how much money you made that month??? While she is counting I say.. Ladies you do realize that Suzie only worked 4 days out of the entire month.... Probably less than 16 hrs that entire month..... Suzie now proudly states that she made \$1000.00..

And I say WOW LADIES, if you know anyone that could use that kind of money please let me know.. I have these information packets right here that you are welcome to take with you this evening.....

# 6. Sponsoring

***Sponsoring is key to building a successful Premier Business. There are four components to sponsoring***

## Creating Interest at your home show

1. Tell your story of why you joined Premier and then offer every guest an information packet.
2. Ticket game: guests ask questions about your business and they get a ticket. Have a prize for the ticket drawn.
3. Big Money Little Money
4. **Ask it Basket:** Questions already written out on slips of paper and have guests pick one to ask you a question.

## Get an appointment

1. Set up a time to sit down and explain the business.
2. Meet at Coffee Shop, Lunch, home, or neutral place
3. Offer incentive (free bracelet or some other give away to compensate them for their time)
4. Write a thank you note

## Sharing the Marketing Plan:

1. Purse Night: Come to hear the business opportunity and get a free purse.
2. Diamonds and Deserts – share the business opportunity over deserts at a restaurant or your home.
3. Java and Jewelry – share the business opportunity at a coffee shop.
4. Bring a prospect to an OP before the training.
5. Sit down and read the pamphlet

## Close

1. Find out what they need from Premier and make **sure** *that they understand Premier can meet many needs. Meet them where they*

# Verbiage Tips...

By Laryn Weaver

## Sponsoring

### *~At the show~*

“The last thing I would like to do is allow you the chance to find out more about Premier Designs. I want you to pretend that you are all new jewelers. Congratulations on your new careers! Your new job as a jeweler starts next week, what would you like to know before you get started? You will get a ticket for each question you ask.”

### *~After the ticket game~*

“You really seemed to enjoy the show, I wanted to ask you, have you ever thought about doing something like this? I would love to talk with you more about our business opportunity. I think that you would be really great. (give a SINCERE compliment) Think about it and when you come to check out tonight, we can talk about a time we can get together to talk.”

### *~Setting up the one on one~*

“Have you thought any more about the business? You have such a great personality, and I am looking for professional women with a great sense of style. I would really appreciate the opportunity to sit down and share a little more about Premier with you. What about Friday afternoon? We could meet for a cup of coffee.”

### *~Opening the one on one~*

“Before we get started, I wonder what attracts you most to Premier? (let her talk) What concerns you the most? (let her talk)” Now as you do the marketing plan, you will be able to tailor it to her needs and concerns.

### *~Closing the 1-1~*

“So what do you think? Could you see yourself doing this? (let her talk) Why don't we set a date for a show. If you decide to become a jeweler this can be your training show. If you decide this may not be right for you right now, you can just be a hostess and get lots of jewelry. I have May 10 th and 12 th open. Would either of those work for you?” I'll give you a call on Friday (within 48 hours) to see what other questions you may have.”

### *~Sponsoring Objections~*

The money...how can Premier make any money...the mark-up must be really high.

“Premier is unique from other companies. The main purpose for being in business is to support the hostesses and jewelers. They started the business to bless the lives of others, so they can afford to be very generous because it fulfills their purpose. Premier only makes 6-7 cents on every dollar they sell. It's about what they can do for others. That's what makes us different.”

### *~I would love to do this, but I can't afford the investment~*

“What about Premier makes you want to become involved? How do you think Premier can enrich your life? Would \$1000 a month make that possible? Then don't let the initial investment take that opportunity away from you. If you started with a company that paid 20% profit but didn't cost anything to get started and you held 2-\$400 shows a week for a year, you would earn \$8,600. By starting with Premier, even though it's a higher investment, because they pay us 50% of what we sell, those same 2-\$400 shows would pay \$20,800 in that same year. Let me help you come up with a way to get the money to start.”

### *~This sounds great, but I just don't have the time~*

“What about Premier sounds great to you? If I could show you how you could achieve success in Premier working 12-17 hours a week, would you be interested in hearing more?”

### *~I'm just not a sales person~*

“Neither am I. I am a high school English teacher and a stay at home mom. I didn't wear jewelry or even like it when I went to my first show. What's great about our product is that most women do love jewelry and it's something they want rather than what they need. It's a fun purchase just for them. Premier is about so much more than selling jewelry. I would love to sit down and talk with you about all the benefits to being involved with Premier.”

# 7. Marketing Plan

## Business Information Packet

Letter

Reason Premier Might be for you

Frequently Asked Questions

Why Premier Designs is not a Pyramid

*Place inside a 6 x 9 envelope with a mini catalog, opportunity brochure and your business card.*

# YOU ARE INVITED...

*I would love to share more information with you about the opportunity Premier Designs can offer you. Premier Designs is meeting needs and helping accomplish the dreams and goals of our Independent Distributors all across the nation. We can help you, too!*

*Please join me for an informative, fun, no pressure meeting. We will talk about how the business works and how you can get started quickly and easily.*

**F  
R  
E  
E**

For your time you will receive  
**\$25 in FREE Jewelry**

of your choice from our Premier Designs Jewelry Catalog

**Independent Distributor**

**Phone**

**F  
R  
E  
E**

## *Why Premier Designs is NOT a "Pyramid"!*

By Greg Terrell, Diamond Executive Director

1. You make money selling the jewelry to the public, primarily through Jewelry Shows! The average Jewelry Show in Premier is over \$400, and we make 50% gross profit on any piece we sell at suggested retail!
2. You do not have to sponsor to make money!
3. People will buy the jewelry whether or not they become a distributor!
4. Our product, high fashion jewelry, has a "Market Value" that already exists!
5. Commissions are paid based only on the sale of the jewelry to the general public!
6. Commissions are not paid just because someone signs up!
7. Commissions are not paid on any samples purchased when a distributor signs up!
8. You can make more money than the person who signed you up!
9. The commission payout stops after three levels (a dollar only goes so far!).
10. Samples are not a required purchase upon signing up in Premier!
11. There is no required inventory! Many pyramids push and even require the purchase of large amounts of inventory when you sign up!
12. We have a reasonable up-front fee for services rendered!
13. If buying the Presidents' Package, the average person should make their money back in about 5-9 shows!
14. You do not just sign up, make money and do nothing. It takes time and work to make money selling the jewelry!
15. We are members of the "DSA" (Direct Selling Association)!

### Information regarding Premier Designs... a Direct Service company:

- We are respected in our industry!
- The company pays its bills to its vendors on time!
- The company is debt-free!
- Our Philosophy is to "Honor God and Serve People!"
- Our Hostess Plan keeps our business going!
- Our distributors make 50% gross profit on any jewelry sold at suggested retail!
- Premier supports missions all over the world!
- Everyone benefits! The Hostesses receive free jewelry! The distributors make a profit! The company makes a profit and supports missions!
- "Premier is a direct service company!"  
Our income is a result of serving our Hostesses, customers, and distributors that we sponsor!

## REASONS THE PREMIER DESIGNS OPPORTUNITY MAY BE FOR YOU

---

You get paid first when you do a Home Show. It's payday every time you make a sale!

There is no inventory required. The jewelry pieces you purchase are your sample to wear!

There are no sales quotas or sales reports required to be an Independent Distributor.

The Jewelry can be delivered to you or your Hostess.

There are no territories for Retailing and Sponsoring.

One of the Best Marketing and Hostess Plans in America.

Great Support from the Premier Designs Home Office and Distribution Center.

Fun and easy to learn. Local and national trainings are available, but not mandatory.

Exciting trips, promotions and opportunities to win free jewelry.

# Frequently Asked QUESTIONS

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## **Am I required to stock an inventory of jewelry to sell to customers?**

No. The beauty of being a Premier Designs Jeweler (Independent Distributor) is that you do not tie up hundreds of dollars, not to mention storage space, in inventory. Once you take the orders at your Home Shows, send them to us and we will ship the items directly to you or your Hostess. Like any successful retailer, you will want to purchase sample jewelry to show your customers. But, even then, you decide how many and how much you can afford.

## **How much money can I expect to earn?**

As a Jeweler, you make 50% gross profit on every piece of jewelry you sell at the suggested retail price. Remember, in addition to personal retailing, you can enhance your earning potential by sponsoring other Jewelers and building your own sales organization. Many of our Premier Designs Family members enjoy the benefits of these earnings every month!

## **When do I get paid for doing a Home Show?**

Good news! Jewelers get paid at the time of the Home Show. You keep your profit and mail the Home Show Order Form, along with payment, to Premier Designs.

## **How much time will it take to run my Premier Designs business?**

As a Jeweler, you are your own boss. You decide the amount of time you spend working your business. You can choose to work full-time or part-time. Keep in mind the amount of money you earn is directly related to the time you invest.

## **Am I required to meet sales quotas?**

No. Premier Designs Jewelers are not required to meet a sales quota. However, if you choose to increase your earning potential by building a downline, a minimum monthly amount in personal sales is required in order to receive a commission check. We also expect you to work one on one with those you sponsor to help train, encourage and inspire them.

## **Do I need prior business or retailing experience?**

The only things you need to be a Jeweler are a teachable spirit and a willingness to work. Absolutely no prior business or retailing experience is required. The sponsoring Jeweler is responsible to teach each new Independent Distributor they sponsor about the Premier Designs business.

## **How can I become a Premier Designs Jeweler?**

**For a no pressure information meeting, please contact:**

## Are You Curious?

Call me and I'll tell you all about the business - no pressure - I promise.

You have nothing to lose by listening.

Dona Marrone (630) 355-1495

<u>Last 10 Home Shows</u>	<u>Show Total</u>	<u>Hostess Free Jewelry</u>	<u>Net Profit</u>
10/16/2009	\$ 523.20	\$286.60	\$239.70
10/15/2009	\$ 232.50	\$69.75	\$59.00
10/11/2009	\$ 1258.58	\$692.04	\$507.08
10/10/2009	\$ 994.00	\$649.00	\$420.50
10/9/2009	\$ 989.50	\$568.75	\$424.50
9/22/2009	\$ 895.00	\$304.60	\$362.00
9/16/2009	\$ 644.25	\$243.28	\$203.25
9/15/2009	\$ 240.30	\$97.09	\$85.30
8/22/2009	\$ 1165.20	\$657.60	\$557.20
8/18/2009	\$ 922.40	\$528.70	\$380.50
TOTALS	<u>\$ 7864.93</u>	<u>\$ 4097.40</u>	<u>\$ 3239.03</u>

AVERAGE SHOW \$ 786.49

AVERAGE FREE JEWELRY \$ 409.74

AVERAGE NET PROFIT \$ 323.90

AVERAGE HOURLY RATE \$ 80.98

**10 SHOWS TOOK ME ABOUT 40 HOURS TO DO.  
WHAT DO YOU WANT TO MAKE IN 40 HOURS?**

**WANT TO WORK A 40 HOUR "WEEK" OR A 40 HOUR "MONTH"???**

*(This example is not intended to imply that a Jeweler will earn a specific amount of money.)*

# 8. Miscellaneous

## Important Phone Numbers

Customer Service	(800) 486-7378
Premier Design's Receptionist	(972) 550-0955 or (800) 899-0092
Jeweler Account Services	(800) 883-2228
Replacement / Exchange	(800) 651-7304
Marketing Services	(800) 486-7378
Spanish Marketing Services	(800) 400-0733
Training Services	(800) 400-0733
Prayer Ministry	(800) 899-0092
Premier Designs Web Page	<a href="http://www.premierdesigns.com">www.premierdesigns.com</a>
Mailing Address	PO Box 619220 Dallas, TX 75261-9220
Physical Address	1551 Corporate Drive Irving, TX 75038-2431

# Integrity, Ethics and Service

## **1. Integrity, ethics and service should be a central theme of your business.**

- Never forget that service without integrity and ethics is useless.
- Service is not what you do, but how you do it.
- Service does not come from the head, but from the heart.

## **2. Be honest!**

- Ten guests means ten guests, not nine
- \$100 in advanced sales does not mean \$95 plus tax.
- Three bookings means legitimate dates on your calendar.

## **3. Be timely!**

- Arrive at your show with plenty of time to set up.
- Place orders within 48 hours
- Follow up with replacement/exchanges right away

## **4. Be thankful!**

- Send thank you notes to hostesses within 48 hours
- Send notes to those who have contributed to the success of your business, such as customers, upline, downline, Premier staff, etc.

## **5. Be true to your company's policies.**

- Premier Designs is a direct service company based on biblical principles and integrity is very important.
- You are to be honest and truthful in all your dealings.

## **6. Develop a good work ethic.**

- Service is not just selling, it is the key to a successful business.
- Your success and growth will be a direct result of your hard work.
- You are Premier Designs in all that you say and do
- Premier has a no alcohol policy at all Premier Designs related functions.
- Be discrete in sharing information about the Horner/ Premier Foundation.
- Attend monthly trainings, Rallies and Conferences.
- **WIR and WBP—What is Right, What is Best for Premier.**

# Thanks....



## For hosting a Premier Designs Jewelry Show!

I am so happy to let you know how much free jewelry you will be getting!

Total retail amount of customer sales as of: \_\_\_\_\_ \$ \_\_\_\_\_

Plus, you qualify for the following Hostess Bonuses:

- \_\_\_\_\_ \$25 Holding your show on it's originally scheduled date
- \_\_\_\_\_ \$25 Having \$100 in pre-sales
- \_\_\_\_\_ \$25 Having 10 or more guests in attendance (18 yrs +)
- \_\_\_\_\_ \$25 Three or more future bookings

\$ \_\_\_\_\_ Free jewelry earned from bonuses

\$ \_\_\_\_\_ Free jewelry earned from 30% of sales

\$ \_\_\_\_\_ Total amount of free jewelry earned as of today (this is the least amount you will receive)



Plus, you can choose \_\_\_\_\_ half price items.

**Suggestion:** make a list of everything you want, don't worry about which items to put at half price. I'll help you maximize your benefits once we are ready to close your show.

**Reminder:** you are responsible for paying the \$4 shipping fee as well as the tax on your free selections. If you are purchasing any half price items you are responsible for the cost plus tax on those items as well.

Your friends and family are anxious to get their jewelry so let's close your show within 48 hours. I will call you on this day to finish up all the details: \_\_\_\_\_

## Thanks again for being such a great hostess!

Did you know that as a Premier Designs Jewelry lady your income from this show would have been: \$\_\_\_\_\_.

I'd love to share my story with you and how Premier might meet a need in your life. You can get an extra \$25 in FREE jewelry just for listening.

No Obligation. Let me know if you're interested.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

E-Mail \_\_\_\_\_

Hostess \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Hostess \_\_\_\_\_

Please circle the answers that apply.....

1. Getting a TON of free jewelry is .....

- A. not important
- B. somewhat important, let's do a show later
- C. I love it all, let's schedule a show !!
- D. I am a past hostess, let's do another show later.

2. Premier sounds like a great company.  
My interest level in hearing about it is .....

- A. not interested for myself
- B. I know someone who might be interested
- C. Somewhat interested, I'd like a packet of info to take home.
- D. Sign me up and give me the kit!!!

3. My favorite part of tonight's show was...

Just in case you need a change.  
I earn an average of \$250-\$300 a show!  
I do about 6-8 shows per month!!

Please circle the answers that apply.....

1. Getting a TON of free jewelry is.....

- A. not important
- B. somewhat important, let's do a show later
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# Premier Designs

## HIGH FASHION JEWELRY

### How can I earn FREE Jewelry?

#### 1. Quick Start Program

- a. 6 Home Shows within 45 days of training show = \$200 retail jewelry certificate
- b. 9 Home Shows within 45 days of training show = \$300 retail jewelry certificate

#### 2. Crown Jewel Program (achieve these in order, one at a time)

- a. Amethyst - \$3000 CV in 30 consecutive day period = \$200 retail jewelry certificate
- b. Sapphire - \$6000 CV in 60 consecutive day period = \$400 retail jewelry certificate
- c. Ruby - \$9000 CV in 90 consecutive day period = \$600 retail jewelry certificate
- d. Emerald - \$12,000 CV in 120 consecutive day period = \$800 retail jewelry certificate

#### 3. Designer Program

- a. Builder - Sponsor 4 first level jewelers and submit at least 24 personal home shows/training shows in a previous 12 months = \$300 retail jewelry certificate
- b. Designer - Sponsor 7 first level jewelers and submit 36 personal home shows/training shows in a previous 12 months = \$500 retail jewelry certificate

#### 4. Home Show Club

- a. 25 home shows in any 120 consecutive days - home show club pin
- b. 100 homes shows (no time period) after 25 home show club has been achieved = \$250 retail jewelry certificate

#### 5. Designer's Circle

- a. Sponsor 7 first level jewelers in a year (Jan - Dec.) = \$500 retail jewelry certificate

#### 6. Century Club

- a. Submit 100 home shows in a year (Jan. - Dec.) = \$500 retail jewelry certificate

Premier typically tracks these for you but it's good to know where you are in case you are very close to achieving the program - you can do whatever it takes to get there. For the Designer Program you need to complete a short orientation with your upline before you earn the jewelry certificate.

# Premier Designs

## HIGH FASHION JEWELRY

### Services Offered

Personal Home Show - In your home with your friends and family demonstrating accessorizing tips and playing in the jewelry! Earn tons of FREE jewelry!

Image Consulting Seminar - At your office or your home with co-workers or friends and family teaching women how to accessorize, stretch your wardrobe, create a polished look, dressing to look taller and thinner without dieting and exercising, and dressing to create a professional image. Earn FREE Jewelry!

Fundraiser - A sale of jewelry through a home show or catalog sales creating a partnership between the jeweler and your organization to raise funds for a particular cause. You and your organization can earn cash and free jewelry!

Corporate Gift Services - The perfect way to say Thank You, Congratulations, Happy Birthday, Merry Christmas, etc. to employees, associates, vendors, clients, etc. Volume discounts for incentive gifts or holiday presents. Gift certificates also available.

# Where Can I Get That?

**Velvet:** Wal-Mart (seasonal), Joann Fabrics  
3 1/2 yards x 60" wide

**Lights—** 4 lights for corners of table...  
Extension cords

**Business Cards:** [www.vistaprint.com](http://www.vistaprint.com)

**Incentives:** [www.imagineaccessories.com](http://www.imagineaccessories.com)  
[www.premierincentives.com](http://www.premierincentives.com)  
[www.wholesaleaccessorymarket.com](http://www.wholesaleaccessorymarket.com)  
Dollar Store

**Wooden Cases:**  
[www.showcasestogo.com](http://www.showcasestogo.com)  
[www.southernshowcases.com](http://www.southernshowcases.com)

## **Websites:**

[www.howmayiserveyou.com](http://www.howmayiserveyou.com) (Greg & Melissa Terrell) Username: terrell  
Password: jewelersonly

[www.4jewelersonly.com](http://www.4jewelersonly.com) (Randy & Elizabeth Draper) password: ssandy

[www.gaylefoster.com](http://www.gaylefoster.com) Password: Gaylefoster