

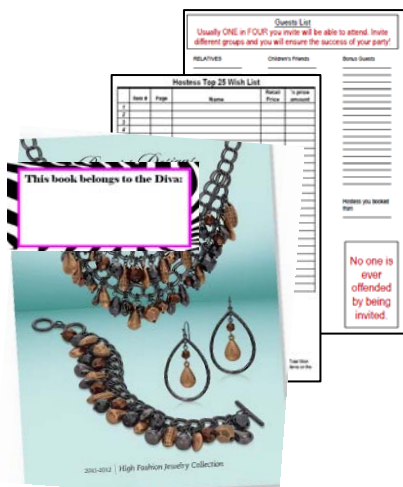
Hostess Coaching (15 min.) Have 4 Hostess Packets AT every Show

First Visit or Call: (3 - 4 weeks before show so you can turn into her TRAINING SHOW!)

- _____ Hostess Coach right at show for shows booked within 10 days.
- _____ For shows further out, set up a date when you can come to her home.
- _____ **HOME** Hostess Coaching is **always preferred** to build a personal relationship with her.
- _____ Mail packet and coach over phone once received if you are unable to go to her home.



Hostess Packet contents: (printable files are on your computer under "Hostess Packet")



1 Catalog with Sticker on front: Hostess copy to keep)
ONE (½ sheet) insert :
front side – Wish list
back side – Guest list



1 Catalog with Sticker on front: Advanced orders – return to Jeweler)
ONE (½ sheet) insert :
Order form with instructions



1 MINI OP Catalog with Referral Sticker on BACK and your contact label on INSIDE Back page at bottom.
ONE (½ sheet) insert :
front side: Are you Curious 10 HS
back side – OP invite

Second Call: (About 10 days before the show)

- _____ On track for \$25 bonus of 10 people? Check on RSVP's. More invites? Encourage her to call those she hasn't heard from
- _____ On track for \$25 bonus of \$100 (or more) advanced sales.
- _____ When to expect your next call and You appreciate her and can't wait for her show

Third Call: (One to Two Days before show)

- _____ REMINDER CALLS (bring friends)
- _____ What time to expect you (45 minutes before show)
- _____ Make sure she has her wish list ready and all advanced sales
- _____ Remind her to wear solid colored top to model jewelry
- _____ It'll be fun and you're excited!

Home Show Outline

Introductions

- Yourselves - Name (1 sentence, do not tell your life story)
- Guests - Option 1: Intros are done upon arrival. More Natural (so can ask \$1000 at Guest Survey)
Option 2: Intro each guest, Ask \$1000 as hand out BOX or PURSE (don't open)!

Thank Hostess

Make her Feel Important. Gift (ex. PD charm bracelet and Hostess Preferred 20% card)

Welcome

Show of hands... *"Who has been to a Premier Designs Jewelry show before?"*
Tell **FORMAT**: Fashion, Great Deals (Free and ½ price Jewelry, Make \$\$\$), Shopping

Fashion Show & Golden Guarantee (GG)

Show **5-6 ensembles**; Use either mannequin, neck boards, clothes on hangers, yourself, guests or combination of above. Show **VERSATILITY**.
Explain **reasons to wear Jewelry** (makes ordinary outfit look extra-ordinary, makes you feel good, Gives a good 1st impression). Sell the **SIZZLE!**
Talk about how **affordable it is** (Avg price \$35, designer-inspired)
Talk about the GG while showing jewelry

VISUALS for Customer Special, Hostess Plan, Booking Activity, Sponsoring Activity

- Option 1: - Go through VISUALS, **AS** walking through Guest Survey.
- Option 2: - Go through VISUALS, **THEN** walk through Guest Survey.

CUSTOMER Special:

Make one up! Buy 3 items, get the 4th for ½ price.... or FREE scarf.... Whatever you want.

HOSTESS PLAN:

Use Visuals. Drape the Jewelry or Stack the boxes (6, 4, 8, 1)

Go into the **BOOKING ACTIVITY**
point of decision.

SPONSORING ACTIVITY:

Big \$\$\$ - \$300, \$400, \$300 = \$1000 while using verbiage of own hours, paid that night, etc.

Guest
Survey
#1

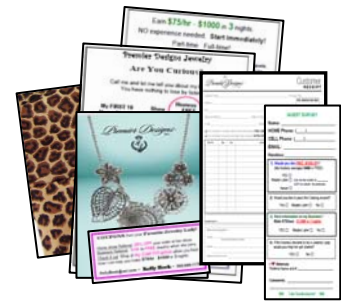
Guest
Survey
#3

Closing

Guest surveys collect and then draw a name for a prize.
Order forms (wish list).... NOW.... LET'S GO SHOPPING

Guest Packets

Throughout your show, refer to contents in your guest folders.



Premier Designs Jewelry
Are You Curious?
Call me and let me tell you about my business.
You have nothing to lose by listening.

My FIRST 10 Home Shows	Show Total	Hostess FREE Jewelry	MY PROFIT
1/28/2009	\$1032.00	\$481.35	\$487.25
2/12/2009	\$384.00	\$215.43	\$178.00
2/13/2009	\$875.00	\$315.90	\$380.40
2/17/2009	\$1167.00	\$648.55	\$718.00
2/22/2009	\$1106.00	\$495.00	\$610.00
2/25/2009	\$840.00	\$436.95	\$448.00
3/4/2009	\$992.00	\$528.54	\$519.00
3/6/2009	\$819.00	\$320.70	\$319.00
3/6/2009	\$1182.00	\$648.60	\$648.00
3/14/2009	\$1229.00	\$626.30	\$699.00
TOTALS	\$9398.00	\$4164.04	\$4447.45

My Average Home Show \$939.83
Average Hostess FREE JEWELRY \$416.46
My Average PROFIT \$444.75
My Average HOURLY RATE \$111.19

10 SHOWS = 40 Hours of FUN!
Do you want to work:
• 40 Hour "WEEK" or
• 3-4 Hour "MONTH"?

Kelly Bock, Premier Designs Jewelry
638-669-1179 ~ KellyBock@aol.com

Refer to the "Are you Curious – 10 Home Shows" during Hostess Plan (show avg. FREE Jewelry). If there is a prior hostess attending, have her share how much FREE Jewelry she received. She is a great testimony for you.

Point out your profit on the "Are you Curious – 10 Home Shows" during Big \$\$\$!

After the VISUALS: Hostess Plan, Booking and Sponsoring Activity... OR you can even do the VISUALS While you walk them through each of the 4 questions on the Guest Survey.
Example: Question #1 – Do the Hostess Plan and Booking Activity. Question #3 – So the Sponsoring Activity.

Collect and Draw for a fabulous prize (must be completely filled out).

GUEST SURVEY

Name: _____
HOME Phone: () _____
CELL Phone: () _____
EMAIL: _____

Hostess:

1) Would you like FREE JEWELRY?
(My Hostess averages \$480 in FREE)
YES
Maybe Later Can you name or describe what you would like?
Never

2) Would you like to pass the Catalog around?
Yes Maybe Later No

3) Would information on my Business?
Make \$75/hour - \$1,000 in 3 nights
YES Maybe Later No

4) If the Hostess decided to be a Jewelry Lady, would you help her get started?
YES No

Referrals
Referral Name and # _____

Comments: _____

SES (do fundraisers) SES

Premier Designs Jewelry
Customer Receipt

Customer Name: _____
Address: _____
City: _____ State: _____ Zip: _____

Item # _____ Description _____ Price _____

Subtotal \$ _____
Shipping/Handling \$ 3.00
Total \$ _____

Accepted Payment: _____
Change \$ _____

Signature: _____
Date: _____

zoom

Customer Order Form - Explain item number, name of jewelry. Arrives 7-10 days.

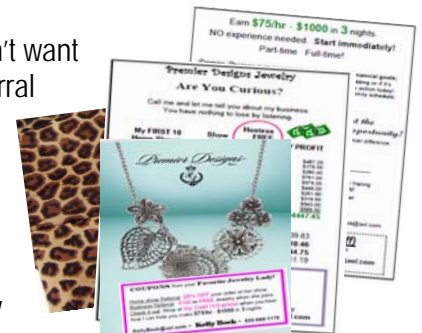
Remind or Offer a CUSTOMER SPECIAL!

Also, use the order form as the Wish List. At check out; decide which items to purchase (rest can purchase later, or get FREE and ½ price!)

EMAIL and CELL clearly.

At check out... ASK everyone for FREE Jewelry and make Big \$\$\$\$. If they don't want to have a show, and they don't want to be on your CCL, Invite them to be a referral center for you. Make sure they have your Mini OP Catalog with referral coupons on the back... put in purse so they can pass it along to a friend. Invite to next MJT – OP invite.

If they refer a Home Show, you will give THEM 25% OFF their entire order at that show. You will also drip them in jewelry for referrals for the business. They will be doing a friend a Big favor by sharing the gift of Premier with them.



Bookings

Becoming a master booker will ensure a successful business!

Booking AT the jewelry show:

Why do they book? Their wish list is long, They like you, They had fun, They want FREE jewelry or the incentive prize, They were asked, The show is short and sweet, They learned something.

A booking activity brings them to a point of decision. There are many booking activities listed in the Jeweler Handbook, but some version of Deal or No Deal is the best!

Lifestyle Booking:

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

Be a name collector Upon meeting someone who 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

Have materials available such as Mini OP catalogs, business cards, etc in your car or purse

30 second commercial This is crucial. Practice it so you can say it without thinking. Example: "I love the necklace you're wearing." *"Thank you, I'm a Rep for 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 let you shop at FREE or ½ price. 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: Say, *"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".*

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

Sponsoring

Sponsoring is *key* to building a successful Premier Business

Create Interest at your Home Show

At Intro (Get them thinking with your WOW statement)

At the Sponsoring Activity (Big \$\$\$)

At Guest Survey Time (Question # 3) Lower voice... Can you think of anyone who needs \$\$\$

At Check-Out (Bring it up again) Who came to mind when I showed you the Big \$\$\$

Create Interest Out and about

Always carry Mini OP Catalog packets wherever you go.

Have them in your car; in your purse, at a show, etc. This way anywhere you are, you can tell potential prospects about your business. Be prepared.

Get the appointment for 1-1, OP night, Shoppportunity night

Have Mini OP Catalog Packets ready at Home Show (Guest Packet) and at Check-out table in case they misplaced theirs.

You should know your next OP date – Keep your Monthly Jeweler Training schedule with you.

Mini OP Packet Contents:

Mini OP Catalog, "Are you Curious?" (last 10 Home Shows), Invite to OP.

Add a personal note and business card in mailing to a specific person.



Medium Leopard bags from Premier Incentives.
3 cents each



Mini OP Catalog with Referral Coupon on Back.
Contact Info INSIDE back page!

Premier Designs Jewelry
Are You Curious?
Call me and let me tell you about my business. You have nothing to lose by listening.

My FIRST 10 Home Shows	Show Total	Home Shower's FREE JEWELRY	MY PROFIT
1	\$100.00	\$100.00	\$100.00
2	\$200.00	\$200.00	\$200.00
3	\$300.00	\$300.00	\$300.00
4	\$400.00	\$400.00	\$400.00
5	\$500.00	\$500.00	\$500.00
6	\$600.00	\$600.00	\$600.00
7	\$700.00	\$700.00	\$700.00
8	\$800.00	\$800.00	\$800.00
9	\$900.00	\$900.00	\$900.00
10	\$1000.00	\$1000.00	\$1000.00
TOTALS	\$5000.00	\$5000.00	\$5000.00

My Average Home Show: \$500.00
Average Monthly FREE JEWELRY: \$400.00
My Average PROFIT: \$100.00
My Average MONTHLY RATE: \$111.11

10 SHOWS = 48 hours of FUN!
No time spent on a 40 hour "WEEK" of training.
Kelly Bock, Premier Designs Jewelry
630-669-1179 - KellyBock@pdj.com

1/2 sheet size
Front side: Are you Curious
Back side: OP Invite

Earn \$75/hr - \$1000 in 3 nights.
NO experience needed! **Start immediately!**
Part-time - Full-time!

Prospect: Designer is an awesome way to meet your financial goals, whether it's a young girl, looking for college tuition or a wedding or if it's simply offering to assist the hostess at a wedding. This action based business gives you a chance to earn \$75/hr - \$1000 in 3 nights. Call now to book your business!

You are invited to learn about the Premier Designs Jewelry Opportunity!
This is a 100% commission opportunity to establish the Premier Difference. You don't get paid for a Home Show - you get PAID!

WHERE: 100 Home Shows
at an out of state event site
TIME: 8:00 PM - 10:00 PM (No time spent on a 40 hour training)
WHERE: Beautifully decorated Home Shows
8000 Lakeside Blvd, Suite 100
5300 Lakeside Blvd, Suite 100
www.premierdesignsjewelry.com

MEET US: Kelly Bock 630-669-1179 KellyBock@pdj.com
Shop at my Cost (50% off)
It's a 24 hr. job for sponsoring and the difference.
630-669-1179 - Kelly Bock - KellyBock@pdj.com

Follow-up and Close

Follow-up in 24 - 48 hours or you will lose them

You should know your next OP date – Keep your Monthly Jeweler Training schedule with you.

Find out their NEEDS and address their fears

Customer Service (don't rush this. This is your personal time)

1) Help guests make selections (Up your RETAIL)

You need to be LISTENING and WATCHING at your home shows. See if someone is trying on the same thing over and over but doesn't buy it. You know they WANT it.

Compliment their decisions and suggest items that might complete the look.

Made up Specials: *"Oh, I see you've bought 2 items.... buy 1 more, get your next item at 25% off"*

2) Ask for Bookings

If they booked at booking activity, this is when you want to get their date ON your calendar. If they don't know, at least get 3 dates down and write them down on the receipt with the best guess penciled in! Call them to confirm when they are in front of their calendar

If they did NOT book during show, I first ask them if they would like to get some FREE jewelry. *"I saw you tried on the watch 3 times, let's get you that piece for FREE".*

If they still won't get a date NOW, go for the **Courtesy Call List (CCL)**. Say, *"May I put you on my CCL?, what that means is, I simply add you to my call list. You are not obligated to host a show; It's just simply a courtesy call I make later to see if now is a better time for you to get FREE jewelry"* Write yourself a note at the top of the order form.... Spring, Summer, (+ other note reminders you talked about). This gives you permission to call back and makes follow-up call easier.

If they say NO to the CCL, then you kindly tell them about your **Referral plan**. *"I value you as a customer and I thank you so much for being so honest with me. I appreciate that. I'll tell you what, here is my business card. If you have friends that would like to get FREE jewelry, give them my number. I'll give you 25% off your ENTIRE order at their show! How's that?"* Make sure they have your Mini OP Catalog with referral coupon on back!

3) Sponsoring or "Creating Curiosity" at Check out TABLE

Remind them to take home their Mini OP Catalog packet for themselves or a friend. Then follow-up. Invite to your next OP.

4) Complete their order

Carefully check to see if you have cell phone, email. Tell them you might need to get a hold of them if they wrote down a number wrong, or the ring size isn't available, or whatever. You want to be able to contact them. Collect the payment. Express genuine THANKS.

Enter/Close a Show

Use a **Sheet Protector** for every Hostess. Keep the Hostess Information Form (in front) with Guest Surveys, Customer Order Forms, checks/cash behind. Keep one thick 3-ring binder for each year. This is much easier than folders in file cabinets.

Do NOT file it away until you have completed ALL items on the checklist on the bottom right corner!

HOSTESS INFORMATION FORM

Show - Day: _____ Date: _____ Time: _____

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____ County: _____

Home Phone: _____ Cell Phone: _____

Best Time to call: _____ Work Phone: _____

Email: _____ Do you Text? _____

Show Theme: _____ Birthday: _____

* Home Show Address (if different than home): _____

Show Planning: Date: _____ Time: _____ Location: _____

INVITATION OPTIONS: (circle one or combination)

Full (hostess gives guest list) Hand Out Invites (if: _____) Email _____

Guest List from Hostess: _____ Mail _____ email _____ picked up during HC _____

****BOOKED FROM**

SHOW INFO:

Booking Thank You/Save The Date Sent Date: _____

Guest List Due _____ Received _____

Booking Bonus/Phone: _____

Hostess Pkt Given Date: _____

CP (name/address) Date: _____

Invites Made & Sent / Emailed Date: _____

2 Week Call (pressies, etc forms/invoice/callings)

1 Week Call or Check-in Email _____

Final Call (24-48 hrs, Reminder Calls, Pressies, Arrival Time)

Show Sent to Premier Date: _____

Thank You sent _____

Jewelry on the way Call/Email _____

Follow-Up Jewelry and everything's good _____

45-Day Customer Care Calls Made _____

FOR JEWELERS USE ONLY

Show Total: _____

Checks: _____

Charge: _____

Cash: _____

Hostess: _____

Total \$s Rcv'd: _____

Paid to PD: _____

Profit: _____

Tax Purposes
Jeweler Fees: \$ _____

Incentives: Given _____

Check List before Filing Away:

Credit Cards _____

Guest Surveys - CCL _____

Customers Pd _____

Hostess Pd _____

Day After Thank You Calls _____

BONUS

Keep Order _____ Add Sales _____

10 Quizzes _____ 3 Days _____

Retail: \$ _____

FREE Jewelry \$ _____

Closing Out Your Premier Designs Jewelry Show

Your show sales (without tax or shipping) \$ _____ x 30% = _____

Bonus Awards Earned: _____ \$25 per bonus = _____

\$25 for holding your show on the original date

\$25 for 100 or more in outside orders before the show

\$25 for 10 or more guests over 44

\$25 for 2 or more show orders from your show in 6 months.

You can be included in this when you rebook within 6 months.

So far you've earned _____ in FREE jewelry!

And... _____

_____ items at half price!

100-\$300 show = 4 half price items \$300-\$500 = 6 half price items over \$500 = 8 half price items

Using half price items earns you more FREE jewelry.

Earn 30% of your half price items in free jewelry! For example, a \$100 jewelry will cost you \$100 and you will earn \$30 in free jewelry. Choose your most expensive items at half price and you will earn the maximum in free jewelry.

We will close your show on _____.

As a hostess you will pay \$4 in shipping and the tax on all of your jewelry and shipping.

E-mail your WISH LIST and any outstanding orders (which adds to your FREE Jewelry) to KellyBock@aol.com

Feel free to call me at 630-369-9233 (H) or 630-669-1179 (C)

Don't forget to follow up on:

Did you know I get paid to Sparkle?

Premier Designs offers a great side job and an even better career. We make 50% profit with no quotas, inventory or deliveries. Be your own boss and have the flexibility you want. Starting with the very first person, we will be a graduated customer on the wholesale volume of ALL the people in our first time show. No graduated customer on the single and No bookwork!

If you see the Jeweler tonight, you would like to include _____

Since shows take approximately 4 hours that is _____ per hour

Curious???

You have nothing to lose and everything to gain by hearing me about the Premier opportunity. Ask me about our **Diamonds and Designer** jewelry you can receive a free bracelet!

Kelly Bock • Independent Distributor • 630-369-9233 or 630-669-1179 • KellyBock@aol.com

Make sure you use the "Close your show with Sparkle", along with Guest Survey question #4 (If the hostess decided to be a Jewelry Lady would you do a show for her).

Show the results to the hostess at the end of her show along with the lingering guests!

1. You can enter in a show via Hood-House (highly recommended) or the online Premier website. Enter the show in with an order number (Example: 20090311) means March 11th, 2009
2. Verify all that you have processed all credit cards, signed and deposited all the checks and cash from customers and the hostess. You can also print off Collections Report (from H-H)

Hi Ladies,

This is Kelly Bock, the Jewelry Lady from **Sheila's Premier Designs Jewelry show**. I want to let you know that **Sheila** will receive the Jewelry **Tuesday, Sept 21** and she will be getting it to you shortly. When you receive it, let me know if everything is to your liking! Any exchanges must be done in the first 5 business days. Thank you for your order!

Premier Designs is in the PEOPLE business and chooses to put their money into people instead of Marketing and Advertising. Who benefits from this? ALL of US! **Customers:** designer inspired pieces with the low average price of only \$35
Hostesses: Sheila earned 8 items at 1/2 price, PLUS \$420 in **FREE jewelry!**
Consultants: My profit from her show was \$385... that's \$96 per hr.

I share this information with you so others can benefit from it and I have a **great referral program!** I'd love to help others get FREE Jewelry, or make Extra \$\$\$ for their family. You are the Heart of my Business. Thank you for allowing me to Serve you.

Enjoy your Jewelry!

Blessings from your favorite jewelry lady,
Kelly Bock

3. Once the show is sent into Premier, you will want to check the date the hostess will receive her jewelry from the website. Email all the customers and the hostess to let them know when the jewelry will arrive. (This ex email can be found on your computer under "Hood House")

Follow-up (CCL from Guest Surveys)

Document the Information from the Guest Survey and any notes you made on the order form. This is your Courtesy Call List (CCL) or Maybe Later List. It can be a word document that you (or Hood-House) creates. You can also use the "recipe box theory", or a "calendar approach."

"Courtesy Call List" – (Maybe Later) list of contacts:

Take notes why they couldn't book right now and document it... like basement flooded, remodeling kitchen, Mother is ill, etc. When you call them back, you can refer to your notes to keep it personal. You are building relationships in your business and you will keep your customers and hostesses for a long time.

Word doc version can be something like this: (example on computer folders under CLOSE SHOW)

#	Customer	Phones	Hostess	Amt FREE for hostess	HS	CS	OP	Call Back	Notes
1	Customer, Cathy	555-1212 708-222-3344	Hostess, Holly	\$327	x		x		Keep notes here and update as you call them. Document the last time you called and if VM.

Hood-House version can create a similar report to the word doc above by using the CATEGORY's in the Customer order edit. I use a Category that corresponds to my Guest Survey. Create the following Customer Categories: CCL, Catalog Show, Prospect, Show for Hostess.

Use the Customer Notes section to record any comments. Then go to the REPORTS section and run a customer report using the categories. (Call Hood-House Support Line for help).

"Recipe Box Theory"

File the GS by month in a box. Take the Guest Surveys and add any Check-out table notes to the actual Guest Survey and file it away on the month you're supposed to call back. Then later, grab a whole pile when it's time to get on the phone.

"Calendar Approach"

Keep a SEPARATE calendar with you and write notes right on the month with the info you need to call back. Update it with your GS and Check-out/CCL notes you wrote on your order form. You can use an actual calendar and add in pages for each month like this: (example on computer folders under CLOSE SHOW)

MONTH: _____				
Name & Notes	Hostess	Phone / Email	Time to Call	HS / OP

Follow-up Verbiage for After the show

Hostess

Always call the Hostess to see that the jewelry came in and that she is happy with it. Tell her to contact you immediately with any problems.

When you talk to the Hostess on the phone, if she didn't re-book at her show, say something like, ***"Susie, you can see how easy it was for you to do this show, to have fun with your friends, and to get all this jewelry. You know, we get new jewelry added to the line about every six months. What do you think about doing another show when the new jewelry comes in. You already have a great guest list, and by that time, your attendees will want to come again to see new things. What does _____ look like for you? Could we just pencil in a date, and I'll send you a reminder to what we talked about?"***

Customers

Call each person who ordered an item and make sure everything is fine. You can say something like this: ***"Sally, I want to make sure that you received the _____ and that everything is fine. I know you're going to get compliments on it, so be ready."***

"Now, I wanted you to know that Jenny thanks you for coming to her show, and she received almost _____ for just having me and a few of her friends over. At the time of her show you indicated that you could host a show "Maybe later." Can you tell me what that means for you?"....(and then just listen to her and help direct her to a show in the future.)

Or, if she marked "no," then you could say.... ***"At the time of her show, you indicated that you were not interested in hosting a show, but I just wanted to call to see if anything has changed."*** And then wait. Let her answer. Don't fill in. Whatever she says will be fine. She may want to book a show. If not, ask her if she would be a **referral center** for you and spread the word about how generous Premier is with giving out jewelry. Let her know that you are available anytime for her to change her mind about a show. Keep the lines open. Ask if you can call her in six months with new jewelry information. Update your CCL with any new information she gives you.

Return Exchange

If a customer has a REPLACEMENT on a broken piece of jewelry or an EXCHANGE for a different piece of jewelry, you will need to get the jewelry from them.

Replacement within 60 days is FREE, after 60 days it's \$5.00 + tax (tax is based on shipping address). EXCHANGES must be done within the 1st 10 days. Exchanges are items that have not been worn so original box should be used.

1. The best way is to pick up the jewelry from them personally. If the customer lives too far away, ask them to mail you the jewelry and check (if applicable) payable to YOU. Tell them that as soon as you receive the jewelry, a new piece will be shipped out right away. It's best for them to use a padded envelope and mail via USPS First class with no extras. They can insure if they want to but this is the cheapest way and usually OK. This should cost them less than \$2.00.
2. Upon receiving the jewelry and check (if applicable), log on to the premier website. Under Online Orders, choose Return/Exchange and follow the instructions. You will print out the bar-coded sheet and send that in with the jewelry in a padded envelope.

NOTE:

If you give a credit card, Premier will ship the jewelry immediately and you will have 30 days to return the jewelry to Premier. This is the preferred way, because it gives the best customer service as they will get their jewelry much quicker. You must give a credit card even if you owe nothing... this is because if Premier never receives the jewelry they will charge your card the full amount.

If you send in a check, Premier will WAIT until they receive the jewelry until sending out.

You Mail using USPS to:

**Premier Designs, Inc.
ATTN: R/E
P.O. Box 619220
Dallas, TX 75261-9220**