

What to give a new jeweler!

Whether you have sponsored one jeweler or 100 jewelers, Premier considers you a leader! Our company wants you to be involved, teach, motivate and help every person you sponsor be as successful as they can be!! That is why they pay us a 10% commission!! BUT, we won't make a 10% commission if we don't work with and set our jewelers up for success right from the beginning!! Below is a detailed list of what you should do for all new jewelers.

1. Your first job as the sponsor is to make this process as simple as possible! Help them fill out their paperwork! Don't give a prospect the packet and have them fill it out and mail in. Fill it out with them and overnight the paperwork to the home office so it is handled in a timely fashion and can be tracked if lost.

2. Pick a date for their training show and put it on your calendar. Once they have a jeweler number, you will print off 40-50 flyer training show invites (on our website www.adriennedawes1.webs.com) and have your new jeweler send out. At this point, all you have her working on is a great training show!! DO NOT overload her with forms, ideas, worksheets, etc.!! You will lose them from the beginning! Rather, just keep it super simple and teach her how to earn her 4 \$25 hostess bonuses for her training show!!

3. Once your new jeweler receives her kit, it is our job to go over to her house and go thru the kit with her! Show her what each item is that comes in her kit! Remember, she is brand new and doesn't know the difference between a customer order form and a hostess order form! When you go to her house to go thru her kit, set her up for success by taking her the following items:::::

(Be prepared to show examples of the following items during NSO!)

- **A hostess Coaching packet made up for her to keep and copy**
- **An opportunity packet made up for her to keep and copy**
- **A "Girlfriend Packet" for her to keep and copy**
- **A guest survey for her to keep and copy**
- **Her own set of Big Money or enough money for the "Freda Show"**
- **15 mini purses used for "Deal or no Deal" (This is the most important item you will give your new jeweler! If you don't set them up with a booking activity that works from the start, they will not do one. A jeweler that doesn't get bookings from her first couple of shows will be done!! You can't afford not to give your new jewelers these items!!)**
- **A few neck boards to help her display the jewelry**

- **A calendar that has all training dates, NJO date, and her Quick Start deadline already marked! (We all know that a jeweler that doesn't attend training monthly will not last! Give her the calendar with the dates marked so she doesn't schedule anything on those dates!)**
- **Remember that we receive a \$200 training allowance from Premier for ding the training show and getting the new jeweler off to a great start! All of the items just mentioned to give a new jeweler will only cost around \$50. An investment well worth making to help your new jeweler get off to a great start!**
- **Then the following papers—keep it simple! **The New Jewelers** set of forms found on my website! That explains everything from before the training show to her first home show! **The How do I earn Free Jewelry** flyer, also on my website. **The How do I sign up for ProPay** flyer. **The Business Building Plan** sheet and the **Call Me** sheet. All of those flyers are on my website except the Call Me sheet which is on Premier's website under Optional New Jeweler Packet.**
- **Discuss bookings, bookings, bookings and how important it is to book a few shows the following week after her training show!! The 45 day quick start can go by quickly if they wait 2-3 weeks to start!**

4. The night of her training show, be sure to show her how to fill out the hostess order receipt and put her show into the computer. Show her how to use ProPay. Take her thru Premier's website and show her where to order supplies, where to do her returns, where the tax charts are, etc.

5. Be sure to attend New Jeweler Orientation with her! Be sure to attend all trainings with her! That is our job as the sponsoring jeweler! Once you have sponsored, attending NJO, training and rally is not really optional!! We owe it to the jewelers that we sponsor to attend everything with them to help them make the most of their new business! They will not attend anything you don't!! Not attending training and rally with your new jeweler is the fastest way to failure in this business!

6. Have your new jeweler call you after her first 10 home shows to let you know if she is getting bookings! If she is not getting bookings from her first few shows, get together with her to see what the problem is! Go to one of her shows or have her come to one of yours! Bookings from the first 10 shows will determine her success, her excitement about this business and if she thinks this will work for her!! These are the most important shows!! (Use the call me sheet)

7. Stay in close contact with her for the first 30 days!

8. Be sure your new jeweler has our teams website so she can download all of the flyers we use!! (adriennedawes1.webs.com) Every form and

flyer they need is on the site as well as ALL important dates!! Be sure they know how to use and check the website!

Doing all of these things as the sponsor will help ensure the success of every jeweler you sign and will build your business as well as that of your new jeweler. Premier has the most awesome marketing plan where we can all grow a huge Premier family, but **only if we go out of our way to give all new jewelers everything they need!!**

AS THE SPONSOR-----

Be sure to know how to fill out the sponsoring paperwork!! (Show how)

Always be prepared with supplies!! If you are going to sponsor successfully—you will always need to have sponsoring packets and supplies on hand!! (order forms—catalogs—invites!)

Know that you set the example for your team!! (Go over Rec & Sugg page again!) Be sure that all sponsoring jewelers know that the \$300 in CV is a **minimum and continuing to turn in the minimum CV each month is not acceptable. Your jewelers will do what you do!! If you – the sponsoring jeweler turns in 2 shows a month—your jewelers will do the same!! If you don't come to training – your jewelers will do the same!! Don't ever expect your jewelers to do something that you don't! The success and strength of your team will depend on how you lead them! Your credibility with your team will all be determined by your actions and you work your business! They will be watching!!**

You will want to be a good communicator with the jewelers you sponsor—especially in the first 30 days!! Have them call you after each show!! Find out they communicate best—email, phone, or text so you know how to reach them easily!

After the first 30 days--Be sure they know they can call you anytime! You will want to check in with your team at least once a month and before training! This can be different for each jeweler too! If you have a jeweler that is wanting to build and sponsor—you will want to work with her more closely! Or you can have a jeweler that is a little more needy—it will depend on each jewelers personality! You will never want to sign a jeweler and then not communicate with them!!

You will always want to be a great cheerleader and motivator for the jewelers you sponsor!! EVERYONE loves recognition for their work and is the BEST way to keep your team motivated and working! Always let your jewelers know that you appreciate their hard work. This can be with note cards, a phone call, a small gift at training, etc. Once you have a few jewelers, you may want to run a contest for home shows or sponsoring! Always make this something you can afford! (A good

guide is 10% of your commission check should go back into your team! A \$200 commission check would equal a \$20 gift)!!

Once you are a designer—you will want to do your own short newsletter! Award your top retailer with a small gift (order forms- invites, etc.)! As you grow—your gifts will grow too!! Awarding and recognizing your team will ensure success.

ALWAYS be positive with your team!! They will take on your attitude whether good or bad!! If you are always positive with them—they will be too!! Don't ever complain down—complain up to your sponsor if you have a complaint or problem!! Always be positive with your suggestions, ideas, and let your jewelers know that you believe they can do anything!! Setting a good example, good communication, training, rally, are all positive places and things to do with your team!! All those things spell success.

Last—periodically revisit the business building plan with your jewelers to see who would like to build. Be ready to work with your jewelers to help them reach their goals by offering OP's or going with them to OP's or bracelet nights. Offer them a contest to get to builder or designer. Attend a sponsoring workshop with them. Make sure you are offering your team every advantage to build their business.

Sponsoring definitely is a responsibility. Please know that at anytime you feel that you can't or don't want to continue to sponsor or take care of the people you have already sponsored, you can continue to be a jeweler but let your team roll up to someone who is willing to take care and work with them.

Sponsoring is very rewarding. You really can help change your life and the lives of other women. Take is seriously!! You can build a huge business for yourself with long-term income!! Treat your business as a business and that is what you will have!!