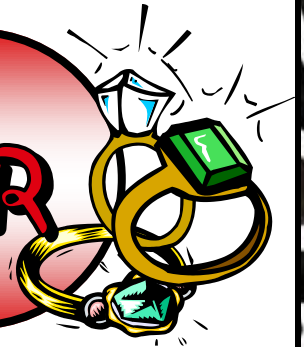




DRAPER PAPER



FROM OUR TO YOURS

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WALK AWAY

Elizabeth & I received a lead from the Home Office many years ago. It was a woman who had seen a catalog at her office. When the Home Office asked her if she had spoken to a Jeweler, she told them that she did not know one and had not talked to one either.

What could be better than a prospect interested in Premier Designs? We were so excited! Elizabeth and I set up the appointment to meet with her. We spent two hours showing her the Marketing Plan, explaining all the details and answering all of her questions. She said that she wanted to do it, so we pulled out the contract and began filling it out.

In what she thought was an Insignificant comment; she explained how she had heard about Premier Designs. She worked with the husband of a Jeweler in the Memphis area. He, in her mind, wasn't a jeweler. She didn't know his wife, thus no jeweler had ever talked to her about Premier.

We immediately explained to her that our company was built on biblical principles. We told her that the right thing for her to do

was to come into Premier under the other jeweler. We thanked her for her time and we walked away. We called the other jeweler and told her to follow up on the prospect.

As our company grows, situations like this one and many others are going to come up. The easiest rule of thumb for "ethics in sponsoring" is to Walk Away. Your personal integrity is on the line and you shouldn't place your integrity in the hands of a prospect for this business. It is not worth making a promotion into leadership or winning a contest, etc. at the expense of your personal integrity.

The Bible clearly teaches that a good name is more valuable than riches. Sponsoring someone, who in another jeweler's mind should be their prospect, is not worth it if it undermines your name and your credibility! The "good name" that has taken you a lifetime to build can be lost in a few minutes or even seconds when bad choices are made.

I know what you are thinking, "Randy – you don't understand... you don't have all the facts... my situation is different." I do understand. Doing the right thing and making wise choices

can be very difficult at times. Sometimes it won't make any sense, but Honoring God is the key to success in life and in business. When we honor Him, He honors us!

Our new friend did come into Premier under the other jeweler and we did protect our good name. In a few weeks we signed up 2 new jewelers that came out of nowhere. Was it a coincidence? I don't think so! Ephesians 6:8 says, "Knowing that whatever good thing each one does, this he will receive back from the Lord." God is faithful and His word (the Bible) is true! You can depend on Him to do what He says He will do!

When you are tempted to sponsor someone who has already heard about Premier, please keep this in mind... Protect your good name and walk away. You will be glad you did and God will bless you for doing what is right!

Happy to serve you,

Randy & Elizabeth ☺☺

"If you must choose, take a good name rather than great riches." Proverbs 22:1

"God puts people around you to help you. But if your insecurity won't let them use their gifts, you'll burn out!"

Exodus 18:13-26



SPONSORING

SIX "SIMPLY SUPERB" SECRETS OF SPONSORING!

BY BEVERLY TERRELL, SILVER EXECUTIVE DIRECTOR

When Jack and I came into Premier in July, 1988, we began to want to SHARE this FANTASTIC Premier Opportunity with our family and friends! We went to our sponsor, #3 son, Greg, to ask him "WHO to sponsor?" Since he and Melissa were already Four Diamond Designers we knew that they would have ALL the "scoop" . . . All the "simply superb" secrets of sponsoring!

We asked Greg, "Who are the people who do simply GREAT in Premier?!" He looked thoughtful . . . And then said, "SIMPLY SUPERBLY SIMPLE!" He said: "Sponsor people who LIKE PEOPLE, and people LIKE THEM!" From that very, very simple answer we arrived at SIX SIMPLE WAYS to do just that! They are:

1. SPONSOR USING YOUR H-E-A-D!!

- Start THINKING . . . Make a LIST!
- Simply ask yourself: "Who do I know who LOVES JEWELRY and FASHION?" "Who do I know who needs to "SPARKLE UP her APPEARANCE?" "Who do I know who needs a NEW FOCUS IN LIFE?" "Who do I know who HATES HER JOB?" "Who do I know who YEARNS TO STAY HOME WITH HER CHILDREN?" "Who do I know who NEEDS MORE MONEY?"
- Most importantly ask, "Who do I ENJOY BEING WITH and would LOVE to have SHARE Premier with me?"

(INTERESTING NOTE: Two of the couples we sponsored this way were on our very first list and had said "NO!")

2. SPONSOR USING YOUR E-A-R-S!!

- LEARN to LISTEN
. . . At Home Shows, "How often do you go out and do this? "Does it cost much to get into this jewelry business?" "You seem to really be having FUN doing this!"
. . . From acquaintances, "How are you doing with your jewelry business? "Are you still doing jewelry? "Are you making any money selling jewelry?
. . . From strangers, "I really do like that necklace you're wearing!", etc.

3. SPONSOR USING YOUR E-Y-E-S!!

- Watch for women who are OBVIOUSLY "jewelry gals" or have a "flair" for fashion.
- Look for women who would be HELPED by having a "Premier Look."

4. SPONSOR WITH YOUR M-O-U-T-H!!

- Be ready with an ANSWER when someone comments on your jewelry!
- Learn to use "sponsoring comments" such as "Have you ever considered doing a business such as this?" or "You'd be GREAT in my jewelry business!" or "Could we get with you and your husband to talk about your CONSIDERING our Jewelry Business?"
- In other words, begin to just "TALK" Premier (using the words "INCREDIBLE" and "UNBELIEVABLE!")

5. SPONSOR VIA YOUR A-T-T-I-T-U-D-E!!

- ALWAYS, without fail, be OPTIMISTIC AND POSITIVE!
- Learn to radiate "CONFIDENCE WITHOUT CONCEIT!"
- Be HAPPY. . . let your FACE show that you're having FUN in your Premier business.

6. . . . but the very MOST IMPORTANT "simple secret" is to just SPONSOR with your H-E-A-R-T!!

From day one in Premier, Jack and I prayed daily:

- A. "Lord, please don't let ANYONE come into our Premier Family today that YOU don't want to be in Premier."
- B. "Father, please give us "LISTENING HEARTS" to know exactly WHO should be told about Premier!"

We have CLAIMED and TRUSTED in Philippians 23:13 which promises that it is "CHRIST who worketh in us . . . both to WILL and to DO . . . of HIS good pleasure!"



BUSINESS TIPS



From time to time every Jeweler needs to take stock of her business and see what areas she may need to improve to maximize her retail and have the bookings she needs to meet her goals.

Here are some guidelines if your business is in need of a facelift.

1. Is your booking activity crisp and sharp? Are you getting the desired results with what you are using? Maybe you need to spruce it up. Ask your upline or check out the website to see what is working for other jewelers.
2. What is the length of your show? Is it positive, upbeat and not too long? We want the ladies to get to that table fairly quickly before they decide they need to be going home.
3. Are you excited yourself? Maybe you need to review your original goals for why you came into Premier. We tend to get off track if we are comparing ourselves to other Jewelers. Keep focused on your goals and family needs. Getting off track tends to drain our excitement.
4. Are you greeting each guest with a handshake and smile? Are you personal? Remember, everyone likes to hear her name.
5. Be punctual. Being late or not ready when the guests arrive is rude and insulting to the Hostess and the guests. Be courteous.
6. Be professional. Even if you are in the home of a relative remember that you are the Jewelry lady during the show and act and dress accordingly.
7. Is your sponsoring activity getting one on ones for you? If not, practice it in front of upline to get suggestions about how to improve it. The main thing to remember is to share your passion for Premier and let the person you are speaking with know tht you would love to share the plan and the business with her.
8. Get in and out of the house in a timely manner. The amount of trips we take into the house will have a bearing on drawing the Hostess to consider Premeir as a career option.
9. Never complain about any aspect of the business to anyone at the show. If someone asks how your business is simply say, "it is unbelievable."
10. Remember that people don't care how much you know until they know how much you care. Take that attitude with you to every show and you will build relationships. Ours is a business built on relationships.

Never forget that you have 3 people in your upline who have a financially vested interest in your business and helping you succeed. They want to hear from YOU...help is available if you will just ask for it. You have a treasure in Premier. Share it with passion and purpose and you will be successful.



HOME SHOW IDEAS

Draping the Jewelry

Presenting The Hostess Plan

(visually illustrate what an average hostess gets)
Dona Marrone, Executive Director

“Ladies, I hope you enjoyed the fashion / jewelry combinations. I have learned so much about how to accessorize since I became a jewelry lady. Before I go any further, I want to ask for a volunteer to help me. If you could stand beside me and hold your hands in front of you, you’re going to help me with one of the most important parts of my show. (I’ll give you a ticket to enter into the drawing for helping me out)

The average piece of our jewelry is between \$25 and \$40, which is very affordable. We have some pieces that are more, and some that are less. But I want to show you what an average hostess gets. I can add better in \$25 increments, so I am going to use that for my benchmark.

- Just for having a show, the hostess gets \$25 (**pull a piece out of your tray and drape on the volunteer’s fingers - don’t worry about the actual cost, you’re estimating**).
- Just for having ten guests at a home show, she gets \$25 (**same thing**)
- For having \$100 in outside orders before I arrive she gets \$25 (**same thing**)
- If three or her very best friends schedule their own show, she will again receive \$25 (**same thing with the jewelry**)

Now I want to see who is the smart one in the crowd tonight. With an average home show of \$500, and the hostess receiving 30%, how much free jewelry will she get...(**guests scramble to figure it out**)...Great \$150...you get a ticket (for a drawing at the end of the night). So now I want to show you what that looks like...(**pull out \$150 in free jewelry and drape on the hostess - don’t get stressed if my numbers aren’t exact**).

So ladies, you can see that just by having a few friends over to your house, you can get lots of free jewelry just by hosting your very own jewelry show. Actually, it is an easy way to update your jewelry wardrobe.”

(roll into play or pass or shop or drop booking activity)

EVERYONE CAN WIN!



Jewelry & chances for a NEW CAR!

At the end of the contest, you can redeem your points for **New Jewelry!**

POINT LEVEL	REWARD
2,500	\$250 Retail Jewelry Certificate
5,000	\$500 Retail Jewelry Certificate
7,500	\$750 Retail Jewelry Certificate
10,000	\$1,000 Retail Jewelry Certificate
12,500	\$1,250 Retail Jewelry Certificate
15,000	Half-Line of the 2010 Fall & Winter Jewelry Collection
25,000	Full Line of the 2010 Fall & Winter Jewelry Collection

For every 2,500 points you earn, you will earn one ticket!

At the 2010 National Rally, Andy and Joan will draw the name of one lucky Jeweler who will win a **Brand New Car!***

** Must be present to win!*

3 If you are a Jeweler with one of the 25 highest point totals, circle the weekend of November 11-14, 2010 on your calendar!

You will enjoy an **All-Expenses Paid Weekend** at the **Southlake Hilton Hotel** to celebrate Premier's 25th anniversary with Andy and Joan Horner! The Southlake Hilton is nestled in the Southlake Towne Center, one of the premier shopping districts in the Dallas/Fort Worth area. You and your spouse will be treated like a King and Queen at this once-in-a-lifetime event!



Ideas to "UP" your CV!

Track Your CV Points Online!

- Utilize discounts at your shows!
- Offer incentive for hostess to use all half-priced items!
- Offer your hostesses 3+ items at 50% off for her birthday!
- Hold "Shoppportunities" & let guests shop at half off!
- Promote catalog shows!
- Email out special sales to past hostesses / customers to promote wholesale orders!
- Hold Mystery Hostess shows!

For Premier's 25th Anniversary Celebration promotion, you can track your CV points on Premier's website! **LOGIN** to Premier's website, go to the **PROMOTIONS** tab, then scroll down to **"POINT STATUS"**, click on **Twenty-Fifth Anniversary, 2010** and you'll see your current cv point status. **Friday, June 25** is the last day to earn points!

* End of the June accounting period (noon CST)

Remember, the more CV points you have, the more FREE jewelry you'll win at Rally!!!