

Sponsoring

Sharing

Melissa Terrell, TX-Diamond Exec. Director

S - Simplify: don't look complicated! Add "sprinkles", plant seeds i.e.:

- * "I love what I do!"
- * "I love Premier and what they are about!"
- * "...this is my jewelry box, the hardest thing about my job is deciding what jewelry to wear!"
- * "I'm gong to tell you how you can work 20 hours a month and earn \$1000!"

Share something about recognition you've received (even if it seems small to you, it will be probably more than they have received at any job!) Everyone loves to be appreciated for a job well done!

H - Hostess Focused: tell each one of your hostesses about the business.

Play "Turn the Calculator"!!! At the end of the show, add up all the sales and then divide by 2. Then make a huge deal..."It's time for...turn the calculator..I'm so excited...the profit from your show is _____! Wow! I can't believe that's what I made tonight!"

You are bragging on Premier and what a great hostess she is!

A - Activity: Choose a booking activity you are comfortable with and enjoy. It can be as simple as telling briefly about your Premier story. Then fan out 5-\$100 bills in your hand and say "this is what you can make working 2-3 times."

R - Reaction: Once you raise their curiosity with your activity, identify who is interested by carefully observing their reactions to both the activity and the "sprinkles".

I - Intentional: Be intentional. Have a plan to get their reaction on paper and track it. Use a Customer Survey form. Do a drawing or some similar plan to make sure you collect them.

N - Need to Ask: At customer service time, ask those you have identified as potential prospects "May I call you?"

G - Getting them to the One-on-One: Always follow up and follow through! Make the call and set up the appointment. Do it right away (within 24 hrs.) while they are excited and still thinking about how much fun they had at the show!

THINK BIG, Act small, Move Fast!!!!

Bookings



Marilyn Head (Builder) has done **18 shows** already this year!!

Want to know how?

Consistency....and hard work??? Yes!!!

Using the phone to get shows? YES!!!

Doing a Booking Activity at her shows? YES!!!

Marilyn has also added a twist to ensure **at least THREE** bookings from **every** show. She selects a purse/bag from EWAM.com that sells for \$10 or less and puts in the middle of a coffee table or somewhere close when doing her show. Then after her booking activity, she tells the ladies that when she gets **THREE** shows scheduled that evening—she will put those three ladies' names in a drawing and **the one she selects gets to take the purse home that night. Woo Hoo !!!!!**

I have done this activity off and on for years—mostly when I get low on bookings or when I need **OVER-TIME**. I have also put a twist on this activity—because I know that the other ladies might get disappointed, I will tell them that Premier will give them a **\$25 Bonus for \$100 in Advanced Orders**, but if they have **\$250 in Advanced Orders—I will bring you one of these purses. YEAH!!**

(One word of caution—don't stock up on the purses and carry only 1 to your shows)

- Taken from Rhonda Hardy's Newsletter, 2 ♦ Designer, GA

My guests are **LOVING** the petite tennis bracelet (I wear two with my watch) and I highlight it during the fashion part and just mention that you can't find it in the catalog and then each month there are different ways you can win it:

- ALWAYS as a Hostess!
- ALWAYS for allowing me to share the business with you in about 15 to 20 minutes!
- SOMETIMES for purchasing 3 items (switch between this and every 3rd item 30% off)!

This is what happened at a recent show:

Tonight our special is every 3rd item 30% off and when we set your date, you get to pick either a silver or gold tennis bracelet to be presented at your jewelry show. And **REMEMBER** to ask me what your guest special will be at **YOUR** jewelry show.

Here is my June special: For your advanced orders - For **EVERY \$75** purchased they get one item (anything in the catalog up to \$40 value) for \$5 AND a **FREE** bracelet for every 3 items purchased. **AT THE SHOW:** For **EVERY \$75** purchased, that **ONE** item will be **FREE!!!** My 3 future hostesses last night all booked in June to get that special!!!

- Cherri Moxley, 4 ♦ Designer, OK

Business Tips

A few of you asked me if it is possible to promote to Designer by Rally in July.

My response is this: The odds are that 1 out of every 4 that sits down with you to hear the marketing plan will sign.

If you need 7 people to become a Designer, how quickly can you talk to 28 people?

If you have 1, you need 6 more. How quickly can you sit down with 24 people?

If you have 2, you need 5 more. How quickly can you sit down with 20 people?

If you have 3, you need 4 more. How quickly can you sit down with 16 people?

If you have 4, you need 3 more. How quickly can you sit down with 12 people?

If you have 5, you need 2 more. How quickly can you sit down with 8 people?

If you have 6, you need 1 more. How quickly can you sit down with 4 people?

Knowing what we know about Premier - and hearing from each of you that YES you would still be doing Premier even if you didn't need the money - we should be motivated more than ever to share Premier with gals all of the time.

Girls, even if we have to do it over the phone - we have go to be PROACTIVE about sharing this great company with everyone - whether they KNOW they need it or not!!!

Your challenge for this week is this:

Share the business with 4 people this week!!! You can do it!!!

- Rhonda Hardy, 2 ♦ Designer, GA





Ladies,

To win this cruise absolutely FREE, all you have to do is to work your business for the next few months with a little extra effort and intensity and this trip will be yours! Below is an example of what you will need to do to win it FREE!! Think of how your business will grow !! You all can do this!! Make it your goal!!! Remember, the qualification period is April 25, 2009 – November 27, 2009!!

May -- \$3000 retail + 1 new jeweler w/ President's Package = 2250 CV points

June - \$2500 retail + 1 new jeweler w/ President's Package = 2000 CV points

July - \$2500 retail + 1 new jeweler w/ President's Package = 2000 CV points

Aug.-- \$3000 retail + 1 new jeweler w/ President's Package = 2250 CV points

Sept.- \$3000 retail + 1 new jeweler w/ President's Package = 2250 CV points

These next 2 months will be your biggest months of the year!

Oct.-- \$4500 retail + 1 new jeweler w/ President's Package = 3000 CV points!

Nov. -- \$ 5000 retail + 1 new jeweler w/ President's Package = 3250 CV points

Total 17,000 Points!

If you earn 14,000 CV points you are free, earn 17,000 CV points you AND your husband are FREE!! Who gives you a free cruise? Don't let this opportunity slip thru your fingers, get your business cruisin' today!



Pass The Gift, Girlfriend!

Game Instructions:

You will need a small gold Premier box with a bow on it (put your prize inside).

Start the game with your Hostess holding the gift!

Call each guest by name (use nametags) throughout the game to make it personal!

_____, you can't keep the gift, but have no tears; pass it to the girlfriend you've known for the most years!

You are a dear friend, _____, who is full of grace; but please pass it to a cheerful friend with a smile on her face!

_____, because of your smile, you're "red hot going straight to the top;" but for now you must pass it to the girlfriend who most loves to shop!

Take the gift, _____, and look around; pass it to someone who's a new friend you've found!

_____, there is a DIVA here today, who loves shoes & handbags with a passion; you need to pass it quickly to this "Queen of Fashion!"

Your accessories show your style, _____, and your style says you're fashionably bold; now pass it to a girlfriend wearing gold!

Look around, _____, with eyes discreet; pass it to someone with cute shoes on her feet!

_____, some girlfriends you may have just met today, but some you already know; now pass it gently to the "Bling Bling Queen" who you think should have her own jewelry show!

You still have a chance, _____, so have no fear; but for now please pass it to the girlfriend with the largest earring in her ear!

_____, DON'T get cross, and please DON'T fight; DO pass it to the girlfriend who's fifth on your right!

You are all so beautiful, friendly and fun; and this silly game gave us laughs, a ton. However, we must stop now - wouldn't you agree? The gift is yours, _____; open and see!

**The Horner's receive the
DSA "Hall Of Fame" award
in Washington, D.C. June 2, 2009!!!**

