

After Your Kit Arrives

Checklist

_____1. Inventory your kit by comparing its content to the list provided so you can make sure everything is included. Make several copies of the jewelry content sheet. This list is your receipt. At any point that one of those pieces needs to be returned, you will need to include one of these copies when you return it.

_____2. Take steps to protect your jewelry. The white sponge packing that comes around your trays can be used for packing between your trays. Take one of the tray pads and cut the packing that size. It will then fit inside the tray. This will help protect your jewelry in travel. Always keep your ring tray on top. Save your plastic baggies and boxes.

_____3. Tag and price your jewelry. Use the labels given to tag your jewelry. Place earrings on the extra earring cards given. Anything that is not on a jewelry card needs to be priced (like necklaces and bracelets) with the Premier tags included in your kit. A fine-point felt pen works well, if you're not using labels. Here is an example of what to put on the tag:

#2005 Countess - 24" \$46.00

_____4. Begin reading your Jeweler's Handbook and listening to your tapes. All the basic information to help you get off to a good start is found in the manual and on the tapes. I will be available to answer your questions and help you understand anything that's not clear to you.

_____5. You may return 3 rings for different sizes. Do this quickly so that you'll have them returned to you for your first show. I can help you fill out an EXCHANGE FORM. Your content form is your receipt. It's a good idea to make 5-6 copies of your content form for your future returns.

_____6. Place your name and phone number on all catalogs, as well as "Please return" stickers.

Checklist For Doing a Home Show

Display

- _____ Jewelry cleaned and priced.
- _____ Container or bag to carry display items.
- _____ Display Cloth: 3 yards x 60" wide. Get something that is washable and doesn't wrinkle much after being folded.
- _____ Items to elevate your jewelry: Neckboards (item #561, 2 for \$7) and bracelet bar (item #567, \$18). You can also put boxes, cans or bowls under the cloth for elevation.
- _____ Two (2) lights to enhance the appearance of your display.
- _____ Extension cord and extra light bulb.
- _____ Two (2) hand mirrors.

Presentation

- _____ Your Home Show outline (or notes).
- _____ Guest folders and pens for each Home Show guest.
- _____ Golden Guarantee Poster.
- _____ Binder, if using to present the Hostess Plan.
- _____ Giveaways and items needed for drawings, games or gift bags.
- _____ Booking activity.
- _____ Catalogs. Put sticker on them that says, "Show Copy, Please Do Not Remove."

Briefcase/Tote Bag

- _____ Calendar or date book.
- _____ Nametags and bold markers.
- _____ Calculator.
- _____ Business cards.
- _____ Moneybag and change for cash orders.
- _____ Visa/MC sales drafts (optional).
- _____ Something to put customer orders and checks in.
- _____ Price List Book – Put in one thick notebook or folder. Use inserts for one Shopper’s Guide (list by name), one Price Liner (list by dollar amount), and one Price List (list by item #). Also have a page for a Stop Sale List. (These lists are on Premier’s website.)
- _____ Hostess packets for new hostesses.
- _____ Extra customer and hostess order forms and catalog sales packets.
- _____ Extra catalogs.

You may want to open a separate personal checking account to keep your business and personal finances separate. This makes for easier record keeping.

Ordering a rubber stamp for your Customer and Hostess Order Forms will save you a lot of time. Take a Customer Order Form with you so it can be made to fit in the box at the bottom left side. After Premier has received your contract you can call and find out your jeweler number. You may also want to order a stamp for bank deposits. It would need to read, “For Deposit Only,” plus it should have your checking account number on it.

SAMPLES:

Greg & Melissa Terrell
910 Oak Valley Drive
Houston, TX 77024
(713) 827-0133

For Deposit Only
Acct # 12345678

PREMIER START

Below are some suggestions we offer to help you get off to a great beginning in your Premier business.

REGARDING YOUR FIRST 90 DAYS IN PREMIER:

- Your first 90 days in Premier are very important. Stay in close contact with your Premier parents and don't be afraid to ask lots of questions. They are happy to help you.
- Go for the "Quick Start" Program to win FREE jewelry!
- Apply for the use of VISA/MC with Premier. This will increase your retail.
- Sign up for the Kit Warranty Program to insure your jewelry. This is a great deal and can be renewed every year.
- Honesty is the best policy. If you are having problems let your upline know so they can help find a solution. (Complaining and a negative attitude, however is not the best policy. Stay upbeat even when problems arise.)
- Don't evaluate Premier based on 3 or 4 shows.
- Share your accomplishments and excitement with your Premier parents. They are more interested in your success than you are.
- Make sure you understand all the business expenses you can write off for your taxes. Be diligent to do this as it mean \$\$\$\$ to you.
- Be sure to keep your business expenses to a minimum. Start with the basics!
- Mark all dates and deadlines on a calendar/date book!

- Organize your business. Set up a filing system that works for you. Save any and all info that comes from the home office: Newsletter, letters, contest announcements, business forms, etc.
- Set realistic goals for yourself and a plan to reach them. Check out the levels of achievement in the Jeweler's Handbook and go for it!

REGARDING YOUR FIRST HOME SHOWS:

- Listen several times to all the audiotapes and videos that come with your kit. Read your Jeweler's Handbook thoroughly before you get started.
- Remember everyone feels nervous the first few times they do a home show or a one-on-one. You are not alone in your initial jitters. This business is learned by doing.
- To get off to the best possible start, be sure to begin with at least 8 bookings (shows). Example: If you get 3 bookings from your training show, you will need to call and book 5 more shows with friends, family, etc.
- Sometimes it is harder to "Hostess Coach" your friends so . . . tell them that you must "practice" telling them the tips on how to have a successful show. ("Hostess Coaching" is an inside term.)
- Do not call Premier Home Shows "parties." Communicate to your guests at your show that you want them to learn something and have fun at this show.
- Expect to deal with more rejection, resistance and criticism from your friends and family than from recent acquaintances or strangers. Then when you do book a show with or sponsor a friend or relative, it is an added or unexpected bonus to your Premier business.
- Often your best shows and most enthusiasm will come from people you do not know, but who are motivated purely by the jewelry.

- If you make a mistake in your presentation at a Home Show, laugh about it and comment on how anyone can do this business.
- If someone asks a question and you don't know the answer, just tell them you are not sure and you'll find out for them.
- Your first several shows tend to take longer, but you'll get more time-efficient. Plus, when you get out of your circle of friends, you won't be visiting with them as much.
- When someone says they want to have a show, be sure to set a date even if it's tentative. Have them write down their name, address, work and home phone numbers and the time they would like their show to begin.
- If guests are leaving the show without booking and you suspect they might have booked had you been a little more assertive or presented the opportunity differently, call your upline to discuss what can be done differently. NOTE: If you have 2 or 3 shows in a row where no one books a future show, call your upline for a different approach.
- Allow plenty of time to set up before your Home Show begins, at least one hour. This will allow you to be in a better state of mind to give your presentation and to greet the guests and get to know them a little before the show begins.
- Plan on some of your shows postponing and moving to a later date. This is just part of the business, so overbook your shows each month. If you want to have 10 shows in a month, then book 13-14 shows. If no one cancels or reschedules, you are going to be busy but reaching your goals quicker.
- Don't wait until you have been in Premier several months before you start talking to people about becoming a Jeweler. START NOW! Keep a prospect list going.

ESTABLISHING SUCCESSFUL PREMIER HABITS:

Never leave home without wearing Premier Designs jewelry. When someone compliments your jewelry, always tell them about Premier's wonderful Hostess Plan or the awesome business opportunity with Premier. Wear bold jewelry pieces that will be easily noticed and commented on.

Look ahead at how many upcoming shows you have per month and inventory your supplies, i.e. giveaways, catalogs, forms, etc.

Compliment people who are wearing nice jewelry, and tell them about Premier's beautiful jewelry line. Talk to everyone you meet and be prepared with a catalog to show them.

Be sure to do the show the "PREMIER WAY." There is room for individual creativity, but don't take shortcuts or make your shows too elaborate.

Meet and model (follow the example of) as many successful Premier Jewelers as possible. Be an investigator and learn.

NEVER, NEVER, NEVER miss a Premier Rally. When you do attend, it is important to plan ahead so you can attend the whole Rally. This is an important time for you personally, for any guest(s) you have invited, and for your downline. It is important that both husband and wife attend. There's usually a session "FOR MEN ONLY" that is excellent. No matter what level of involvement you or your spouse is committed to in your Premier business, the Rallies will benefit both of you, as well as your downline. Rallies are like putting \$\$\$\$ in your checking account.

If there is a Premier local association, join it and attend regularly. These area associations are crucial in developing and building your Premier business. (Dues are nominal and help

defer the costs of hotel meeting rooms, coffee, Hostess luncheon, etc.) The meetings are usually once a month.

When you go to Premier trainings (Rallies, Round-Ups, Association Meetings) always take good notes!

Participate in Premier's AARC program. This is a great savings program.

Be sure to maintain a positive outlook when you deal with the following two areas, as they are inevitable: *Returned Jewelry* and *Backordered Jewelry*. Premier's return rate is way below industry standards. For every 100 pieces of jewelry sold, expect to have 3-4 pieces returned. Consider this an opportunity to serve the hostess by handling the replacement. Also, backorders do happen for several reasons. Know that these backorders are invariably beyond the control of the home office and when they occur Premier takes them very seriously and will rectify ASAP. Most backorders take around 7-10 days, although it can take longer.

Listen to and study the marketing plan so that you will feel comfortable sharing the business. Always have a sponsoring packet handy.

Work at developing good relationships with the home office. They are all great to work with, and they really want to help you. It's ok to let them know about a problem, but do so nicely and let them know you appreciate all they do for you.