

BUYING OBJECTIONS

By Diamond Executive Director, Melissa Terrell

1. **“I ALREADY HAVE SO MUCH JEWELRY.”** – “That’s great! Maybe you’ll find something to update your jewelry wardrobe and mix with your other items. Let me show you the ‘latest’ items!”
2. **“I’M ALLERGIC . . .”** – “Oh, I’m sorry . . . is it just earrings? Or just gold/silver? (Find out more!) We have something I’d like you to try. **SOFT SPOTS!** They’re terrific! I guess you have to be careful to concentrate on necklaces and pins! How about silver . . .? Or pearls . . .?”
3. **“I ONLY WEAR THE REAL THING.”** – “That’s wonderful! I have found women like you **LOVE** our jewelry! Besides mixing their fine jewelry with high fashion jewelry to get **NEW**, updated looks they like to travel with it! Our jewelry is designed to look like the real thing!”
4. **“I DON’T WEAR MUCH JEWELRY.”** – (Always answer a negative comment with a positive one!) “I understand. I was just like you (or, I know other women just like you) but I (they) found out it made a difference for me (them). Now I love getting compliments when I wear a matching set! We have a lot of ‘basics,’ too!”
5. **“I CAN’T AFFORD THIS.”** – “Why don’t you get it **FREE?! Just invite a few friends over and we’ll play in the jewelry just like tonight! Your friends will love it and most of our items are \$30 and under!**”
6. **“EVERYTHING I LIKE, YOU DON’T HAVE ON THE TABLE.”** – “Our catalog pictures everything true to size (unless noted). Plus, I’ve seen it and can describe it to you. We even have a simple ‘exchange program’ if you are not pleased and want to select another item.”
7. **“WILL IT TURN?”** – (Answer a question with a question.) “Do you usually have a problem with jewelry? (**LISTEN!**) Because this is high fashion jewelry, we recommend proper care. However, our jewelry must meet our quality standards. Premier stands behind our product with our wonderful Golden Guarantee.”
8. **“I’LL JUST BOOK AND NOT BUY.”** – “That’s fine. I can understand that, but you might want to buy a pair of earrings or get a bracelet tonight, so that you will have something to wear and show your friends as you are inviting them to your Jewelry Show! Plus a small purchase will help your hostess’s show total so she can receive the **FREE** jewelry she wants!