



Choose It or Lose It!

Booking Activity



Before the show, ask the hostess who she thinks is most likely to book a show.

As the guests are arriving, show them the bracelet bar (filled with different bracelets) and have each guest choose 1 bracelet to wear for the evening. Say “keep the bracelet on and we’re going to play a fun little game with it in a few minutes.”

After you have explained Premier’s Hostess Benefits (Booking With Boxes) you’ll say:

“OK....now I’m going to explain about the bracelet you’ve been wearing! We’re going to play a fun quick game called ‘Choose It or Lose It’ – and here’s how it works.....I’m going to give you the choice of telling me choose it or lose it.....if you say “choose it,” you’re choosing to keep your bracelet – it goes home with you tonight – and you keep it forever and ever! If you say “lose it”, all you have to do is slip your bracelet off and hand it back to me and it’s mine for ever and ever....it’s that easy!”

“But here’s the fun part.....when you say choose it, not only are you choosing to keep your bracelet, but you’re also choosing ME, and you’re choosing to get a ton of free and ½ price jewelry at your very own girls’ night, or girls’ morning out, or girls’ afternoon out jewelry show! YEA!!!” (I then pause for a minute and make sure they understand.....)

Then I say.....”And here’s the thing – it’s SO easy to have a show...you just invite a few friends over, I bring my jewelry, and you get yours free! AND....we can do it at your home, at your office, even at my house if you want. If you’d like to do something before April ends we can, but I’m also scheduling in May and June....so we can do whatever is best for you!!!”

You’ll then want to start with someone who you think will probably say yes. Right before I ask that first person, I say “*oh yeah....if you’re thinking you’d like to choose it, but you’d like a different bracelet, you can change it out!*” (I’ve had several do this). Then put the bracelet bar down on the table, go to the one you or your hostess thinks will book, and say ‘What do you think?!

If they’re hesitating, I say “Do you need to think about it? That’s ok, I’ll come back to you!” This works very well especially if they might end up being the 3rd booking – they know that and will usually go ahead and say yes!

****I have the hostess play too!!** During the shopping tell her she can play too, and she can have several months if she’d like before she does another showand by then we’ll have new catalogs!!!

I wrap it up by saying “You know ladies, it’s a woman’s prerogative to change her mind, so if you get over to the table and just fall in love with a ton of jewelry and you just don’t want to purchase it ALL right now...purchase 3-4 pieces to help Suzy Hostess out...then come back and CHOOSE a bracelet - and you’ll get free jewelry too!!!”