

## PREMIER DESIGNS

THE FOLLOWING IS A *COMPARISON* OF SEVERAL DIRECT SALES COMPANIES AND PREMIER. IN REVIEWING THIS INFORMATION, YOU WILL HAVE A BETTER UNDERSTANDING OF THE UNIQUE OPPORTUNITY AVAILABLE THROUGH PREMIER DESIGNS!

### COSMETICS, VITAMINS, TOYS, CRYSTAL, & HOME PRODUCTS:

1. NO (or very little) HOSTESS PLAN
2. 20 - 50% PROFIT - CAN  
DEPEND ON SIZE OF ORDER
3. INVENTORY
4. DELIVER PRODUCTS
5. BRAND LOYALTY
6. DEPEND ON FRIENDS  
AND FAMILY
7. 3-4 AT A MAKE OVER
8. REQUIRED SALES  
MEETINGS
9. SELLING TO A "NEED"
10. MARKETING PLAN - MAY  
MAY NOT BE AS PROFITABLE

### PREMIER DESIGNS:

1. HOSTESS PLAN
2. 50% PROFIT, ALWAYS!
3. NO INVENTORY
4. NO DELIVERY
5. NO BRAND LOYALTY
6. DO NOT HAVE TO DEPEND  
ON *FRIENDS & FAMILY*
7. 3-15 + AT YOUR SHOWS
8. NO REQUIRED SALES  
MEETINGS
9. SELLING TO A "WANT"
10. MARKETING PLAN -  
MORE PROFITABLE!