

DECEMBER IS DIFFERENT!!

(...Home Shows, that is!)

Fun and festivity are in the air in December! Premier Home Shows should be full of that same fun and excitement...but there are several factors that make our December Shows appealing . . . and different:

- * December Shows should definitely be VERY SHORT.
- * Keep the Shows INFORMAL, EXCITING, and FUN.
- * Constantly mention "GIFTS" by saying phrases such as:
 - ~ * Vanessa" is a fantastic "One-Size-Fits-All Gift".
 - ~ * Jewelry is great for MAILING GIFT . . .
It's small and lightweight."
 - ~ * Silver is the "in" GIFT for children, teens, and soccer moms."
- * Encourage Hostesses to use their 1/2 PRICE ITEMS for GIFTS.
- * Christmas stickers on your Customer/Hostess Order Forms.
It's fun to put a star under one of the stickers and the winner gets a prize.
- * Use Christmas candles and/or ornaments for your giveaways.
- * If possible, SELL OFF YOUR TABLE. (Bring extra boxes with you.)
- * Bring Premier BOXES for those off-the-table sales.
- * FREE GIFT WRAP TONITE!" (Premier boxes and stick-on bows.)
- * SCHOOL SHOWS! Set up in Teacher's Lounge. Stay for the whole day ~ offer a "teacher's discount."
- * Have your husband host a "MEN'S NIGHT OUT!" (Sell off the table!)

OFFICE SHOWS

Office shows are invaluable for those "last minute shoppers" who work!

Have your Office Hostess put bright, eye-catching invitations in the bathroom stalls. Dress very professionally for an office setting. Talk fast. It's a great time to use Mandy, even as they shop. Scarf demos are always a "hit" in offices.

IMPORTANT NOTE:

Explain that the Golden Guarantee's 60 days begins when the jewelry gift is RECEIVED. (Remember to write "gift" on the Customer Order Form!)

REMEMBER: MEN are "Last Minute Shoppers"
Phone your WISH LISTS ~ Keep CATALOGS in CIRCULATION