

Notes from Shauna Clark

Always remember the importance of the “encouragement” to our downlines. Stopping to ask how is your family doing? Caring about each one and focusing on how to lift them up and affirm them.

We are sharing God’s love by locking in on them in our action, words and deeds.

Here is what I have been taught by Andy and Joan that all jewelers need:

LISTEN
PRAISE/COMPLIMENT
AFFECTION
NOTES
PRAYER

Last year we grew our business numbers but our true growth was in our knowledge of who these people are and a heavy concentration on monthly contacts and celebrating their successes.

I am going to share with you some thoughts and activities that we are doing. I hope a few of these can be a blessing for you:

Things we do:

We sort by Top Total Retail and the top 15 receive a phone call and then a personal note and a gift every month. Many times it is note cards. I sent Personal note cards with their name on it or calculators from Premier incentives. One month we sent animal print return address labels with their name on it to our top 100. This month I am sending engraved pens, next month will be the jewelry Diva Sunglass Holders from Premier incentives. After the top 15 I send out personal notes to the top 50.

We also recognized in a monthly newsletter the top 50 for Retailing, Sponsoring, Top Home shows, and Busy as Bee (four or more home shows).

We also have a yearly Awards Ceremony Dinner for the top Performers and all ladies who have done 48 or more home shows for the year. They are busy as a bee. Jean and Mark, Darla and Kevin also have an awards ceremony for their downline. They really make it fun.

The next is we sort by Birthdays and Premier Anniversaries and send out cards as well as doing a one page in newsletter.

I also compare the anniversary list of those that did not renew and send them an e mail or give them a call encouraging them to renew.

I do a sort by jeweler number and send out an e mail welcoming the new Jewelers to our Premier family (first day of each month) and let them know they are being added to our e mail list. I also copy their sponsor.

I watch who is close to promoting by sorting by sponsors name and give them an encouraging call letting them know how close they are, and we believe in YOU...what can we do to help?

Then I send out an announcement announcing our new leadership promotions based on the report...

It is also our distribution list for our e mails. We do not have to manually update the drops and adds, we can copy and paste the list to our e mail distribution. Also you can make specifics distribution list very fast.
Example: One for first level, one for leadership, one for the local area, one for your out of state.

Darla came up with a fantastic idea. We are no longer going to run New Jeweler Orientation as a separate training. Three times a year each location will make the monthly training topic the NJO night. We developed a new flyer. Each new jeweler will receive the Love, Joy and Hope Bracelet. Everyone who attends will be in for a drawing for a showcase. This way the entire training location and tenured Jewelers will all go through the program at least once a year. One of my first levels has been having quarterly first level breakfast that are really fun.

Talked about new curiosity packets.

BEE a Business Builder contest is in adobe but if you want it in Publisher email [me.at www.premeirjewelry@usinternet.com](mailto:me.at.www.premeirjewelry@usinternet.com).

For men only new website: done by Mark Flis- - - - - It ROCKS!

Introducing : www.PREMIERforMEN.com

Officially approved by Premier Designs January 17th, 2007.

My hope is that this Web Site will be helpful to the man who has an interest in involving himself in a Premier business.

The previous web site created one year ago will remain in tact for your use and the New web site will have a link to it.

Best of all is that the New Address can be reached easier and it is an "all in one" site for all audiences.

It features New Mexican Riviera graphics and interchanging material to be updated each quarter.

The New "Training Sessions" page includes how men can become involved if they desire to.

Check out Executive Director Tom Allen's: "8 Things to Help Your Wife...".

It also includes some great training pieces for Jewelers.

The New "Snapshot of a Man's Life" page will feature testimonies of men from across the Nation.

The site will be updated and improved continually each year.

Premier requires a user name and password!

Here's how to do it.

Open your internet browser and

type (large or small case):

www.PREMIERforMEN.com

Type in the username (small case):

markflis

Type in the password (small case):

mark1015

Here is an excerpt from Premier Ambassador Tom Allen's message to Designers in 15 states.

Thanks Mark for taking the time to put this awesome tool together for all of us. Be sure to share this with your husband, your down line, and the skeptical husband of your next prospect. I think it will help! Your Friend in Premier, Tom Allen

We have attached a Publisher business card document for your printing needs.

Please send your feedback and ideas to: markflis@earthlink.net

Thank you for your time and consideration.

Sincerely,

Mark Flis