



## CREATIVE WAYS TO INCREASE YOUR RETAIL

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### FUN FASHION PHRASES

- Jewelry will set the fashion trend to an outfit.
- Over time, women can have a fantastic wardrobe. You can constantly update it by combining it with pieces you already have.
- We sell jewelry that people wear when they are out and about.
- Did you know that jewelry is more personal than clothes?
- Jewelry brings out the best in women.
- The people that catch your eye and always seem to look great are the ones who know how to accessorize.
- *Place this sign on your display table:*  
“Hey ladies, your husband called and said you could buy whatever you want!”
- Invest in this piece now!
- Invest in a Premier Jewelry wardrobe! Jewelry lasts longer than most garments and are not affected by weight gain!
- Typically, at my shows an average customer orders three items.
- Carpool earrings are a must. Something easy to put on that goes with everything. I never go anywhere without earrings and lipstick. You never know who you might run into.
- Large earrings give the illusion of losing 10 pounds. Too bad I don't have my hub caps on!