

Getting a NEW JEWELER Started!

By Melissa Terrell

1. Give her an example of your hostess packet
2. Show her EXAMPLES of invitations of past Jewelry Training Shows. (See: www.howmayiseryou.com under NEW JEWELER section.) We start the process of invitations!
3. Give her a "set of labels" to tag all of her new jewelry! (These can be printed from Glenn House's computer program.)
4. Bring these items to her Jewelry Training Show:
 - Giveaways – this is "my treat", whatever is given (tennis bracelets, tote bags, incentives, etc.)
 - Extra catalogs
 - 3 necks and a bracelet bar
 - Hostess Plan Binder (for her to use in her Jewelry Shows)
 - Fashion sheet
 - Guest surveys – a stack for her to use
 - Anything I would use during the show that she does not have access to
5. After the show, give her:
 - Checklist of what to bring to the show
 - 3 Hostess Packets
 - Catalog Packet example
 - Sheet on Precious Collections (SAM, #713-339-1144) so she will know where to order her giveaways, as well as Premier Incentives
6. Use her jewelry if she has had time to label her pieces; however, I still bring 10-20 pieces to add to her display.