



HOW TO TURN A “NO” INTO A SHOW!



By Melissa Davis, One Diamond Designer

OBJECTION: “I don’t know very many people and wouldn’t know who to invite.”

RESPONSE: That’s okay. My average show is 5-7 guests and we have so much fun! And don’t worry; I can help you think of people to invite that you might not normally think of. Also, I write on the invitation to bring a guest, so that will help you get more people there! So why don’t we pick a date, and we’ll work together to see that you have a great show!

OBJECTION: “The last time I did a show, nobody came.”

RESPONSE: I’m sorry that happened, but you know it was probably just a bad time for your guests. You know, I have personally found that there tends to be a greater turn-out for shows held during the week, because it allows your guests to come straight from work. Sometimes weekends are very busy for people, because they make plans with their own families. What night of the week would work best for you?

OBJECTION: “I am just too busy with my job and my family. I have no time.”

RESPONSE: I totally understand, but I want you to have a show not just to earn free jewelry but also to have a fun “ladies night out” for you and your friends. Girl, you deserve it since you’re always so busy! And to save you time, I will make and mail your invitations for you. And since fall is here, I’d love to do a special “holiday theme” show for you and your friends! So, what do you think?

OBJECTION: “Not now. I don’t have any money and all of my friends are broke.”

RESPONSE: That’s the best reason to have a show! You’re going to get the jewelry for FREE! My hostesses earn on average \$300 in free jewelry, especially this time of year! And there are a ton of pieces in the catalog that would be affordable for your friends. The average price for a piece of jewelry in our catalogue is \$25-\$30. Plus, your friends can book a fun ladies night and earn free jewelry for themselves! What are some of your favorite pieces you weren’t able to order tonight?

OBJECTION: “I already have more jewelry than I could ever wear.”

RESPONSE: You must really love jewelry! Have you thought about having a show to get gifts for your friends and family? Ladies love to get jewelry as a gift. Your show would also give your friends a way to shop for gifts for upcoming holidays. They may even book a show for themselves. So, what do you think?

OBJECTION: “My home is very small and I just don’t have room for many ladies.”

RESPONSE: They will love it! Guests always seem more relaxed and seem to have much more fun in a smaller room. Because of the size of the room, it looks like more people are there and that creates more excitement. Recently, I had one of my highest shows where guests were sitting on the floor. Small places are great, because guests really focus on the jewelry! What would be a good time for you to have show?

OBJECTION: “Everybody I know is at this show tonight.”

RESPONSE: That’s okay. They’ve had a great time and I know they weren’t able to buy everything they wanted. Most of them already know what they want to buy at the next show. You can invite them and I can help you think of some other people to invite too! You can make a list of people to invite by thinking of your family, work, church, neighbors, hairdresser, nail lady, etc., and we can invite them. How does that sound?

OBJECTION: “I’ll think about it and let you know later.”

RESPONSE: Let’s look at my calendar and see if there is a day that would work. We can pencil in that date tonight and then when you get home, take a look at your calendar and see if that date will work with your schedule. If not, we can move it to another date. I would love to have you pick a date tonight because I do book up fast and I want you to get the date that works best for you. I can give you a call tomorrow to make sure it’s still a good date for you. Does that sound good?

OBJECTION: “Let me check with my friends first to see when and if they’ll come.”

RESPONSE: You know, I have found that it usually works better for you to set the date first. If you tell people that you might be having a jewelry show and you don’t know when, they won’t be as excited. But if we set a date and mail out invitations, it will get them excited! And if some of them can’t make it, they can order out of the catalog and help you with your advanced sales. Do you think most of your friends would come on a weeknight or a weekend?

OBJECTION: “I’m remodeling my home and just don’t think I can do one now.”

RESPONSE: You know some of my best shows are people who have just moved or are remodeling their home because everyone wants to see your new place. Do you have an idea of when your project will be finished? We can do a show then and your guests can see your new place/space! What do you think?