

JANUARY JUBILEE in Premier Jewelry!

CONTACT, ENTHUSIASM, & OVERBOOKING are KEY elements to a JI-GANTIC JANUARY!!!

It's **not too early** to start booking January! You want to have your January calendar booked as early as you can in December... or you'll start losing people's focus. HAVE A BOOK-A-THON NOW!!

Offer an incentive to your recent hostesses who personally get January bookings for you - maybe a petite tennis bracelet or the Premier charm bracelet from Premier Incentives, or you may even offer them the opportunity to Shop Like a Jewelry Lady at 50% off?

Use a booking activity to secure the EARLIEST BOOKING DATE in January – RING IN THE NEW YEAR! Schedule a show in January and in addition to all the fabulous jewelry Premier will shower you with, my gift to you is any ring in our catalog and your price is the DATE of your show! Have your show on January 5... get a ring for \$5.00!!

Send a **"thank you" note within 24-48 hours** after your hostess schedules her show. Be sure to mention that Premier will be having a fabulous Hostess Promotion in January and as soon as the details are announced, you will let her know. This also creates a reason for contacting her again to keep her excited!

Send your hostess a Christmas card letting her know you are thinking of her and that you are very excited about her upcoming show.

Mail out invitations for your hostesses and be sure to do an **extra great job in hostess coaching**... your key to a successful January is LOTS of CONTACT with your hostess!

Ask your hostess to **complete her guest list at the same time she's doing her Christmas card list.** That'll make it super easy for her and will be fresh on her mind. Offer to **send her a gift** when you receive her guest list... a polishing cloth from Precious Collections \$1, a "Wild About Jewelry" travel bag \$2, anything that is fun and will keep her excited about her show!

When the **January promotion is announced, CALL your hostesses RIGHT AWAY.** Keep that enthusiasm going! Ask if she's been making her Wish List for the items she really wants to earn for FREE!

Have a **special Hostess Contest for all your January Hostesses** – all hostesses with **shows \$500 or higher** are entered in a drawing for a **free WATCH of their choice...** *"NOW IS THE TIME" to host a Premier Jewelry Show!* Offer a **special prize to the hostess that has the MOST SALES through the month of January.** Display the prize at your show (a jewelry box you find on sale at the holidays!) Your early January hostesses can add to their total sales by collecting catalog orders throughout the end of the month. This keeps hostesses working for you throughout the month... a great follow-up for guests that couldn't attend or order at their shows and it creates some HEALTHY competition among HOSTESSES!

OVERBOOK, OVERBOOK, OVERBOOK! Legitimate things will happen that create cancellations and postponements... if you need 4 shows, **BOOK 8.** Need 6 shows, **BOOK 12.** If they all hold... you'll be tired, RICH and very HAPPY!! No shows in January could set your business back to March before you are on the road to recovery... **GET January BOOKED!**

OVERCOME JANUARY OBJECTIONS before your hostess even brings them up...

Your hostess is thinking:

- ***My friends won't come, they'll be exhausted from the holidays.*** You say, "Your friends will love being invited to an event where it's ALL ABOUT THEM, and they aren't having to focus on doing for everyone else! Ladies tell me all the time that they go through people withdrawal in January because they've been around so many people at the holidays and it's like everyone goes into a cocoon in January... this is a perfect time to host a show!"
- ***My friends won't have any money after Christmas – they'll all be broke!*** You say, "Ladies love coming to a jewelry show in January because they get Christmas money as gifts and they want to treat themselves to something special. They also get clothing and need help accessorizing those new outfits – what a perfect time to host a show!"
- ***I'm just not sure about hosting a show in January!*** You say, "What a fun way to kick-off the NEW Year and all those RESOLUTIONS we've made. I'm going to show you and your guests slenderizing tips, how to create an overall polished look, and best of all, how to do it without breaking the bank!! With Premier's awesome Hostess Promotion and my special RING IN THE NEW YEAR promotion, this is a perfect time to host a show!"

As you get close to the show date...

- ***My friends are calling to cancel or no one has called to RSVP... I don't think anyone will be here.*** You say, "Suzie, we're gonna have a great time if it's just you and me. Keep showing that catalog around and work on your advance sales... and be sure you call and personally invite everyone on your list. People are so busy these days, they love a personal phone call inviting them."
- ***Everyone I talk to is telling me how broke they are after the holidays.*** You say, "I know it seems that way... invite your friends to come anyway and enjoy a Girl's Night Out. I find that just about everyone can afford a new pair of earrings, and once they see our beautiful jewelry, they may decide to book a show for themselves and get lots of it for FREE!"

Your goal is to become the best **Jewelry Coach** and **Cheerleader** for your hostess. By doing this, you will develop a friendship, and she will be so excited at the success of her show... be sure she knows you are on her team and...

“Working together, we're ALL gonna WIN in 2010!!”