

JANUARY DOESN'T HAVE TO BE SUCH A *STRUGGLE*!!

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You Can Have a Great January!!! Repeat that to yourself until you believe it. Then do something about it. January can be one of our best retail months each year! **MOMENTUM** is critical - just like starting a train! Start the year off right and get your train moving at the start of the year - it will set the pace for the entire year!!!

Let's look at some reasons why January is a slow retailing month for many jewelers.

1. Low Expectations - You have heard January is a low retailing month, so your expectations are low. Why even try? Right? **WRONG!** Remember, "if you think you can, or if you think you can't, either way you're right!"
2. You are tired - "I worked so hard in November and December I'm taking January OFF. I'll get going again in February." **NOT!** It doesn't work that way! How many businesses do you know of that close in January because they had such a good Christmas season? Remember your Premier business is just that, a business. Treat it that way.
3. Nobody wants to book in January - **NOT!!!** Many people are just too busy to book before Christmas. January offers them an excellent time to have a show when their schedule isn't so hectic. People get cash for Christmas - provide a place for them to spend it!
4. January catches most jewelers by surprise - Here's why. Normally we don't have to plan ahead for our bookings. We do a show, get a booking and fill it in on the next available date. That pattern doesn't work for January.

We are forced to take the 2nd half of December off and the first 3 or 4 days of January. That totals about 3 weeks. So, it is imperative that you start getting your January bookings beginning in November because 3 weeks of "no-show" activity can kill your momentum! But if you have planned ahead and already have all your January bookings by mid December, you can use those 3 weeks of no-show activity to hostess coach and keep your hostesses pumped about their January shows.

Don't become a victim of any of these negative mind sets! Your positive attitude **WILL** make a difference. If you think you can—you will! But, you need a plan. Here's a plan we have used and found successful.

"THE PLAN"

"Failing to Plan - Is Planning to Fail!"

I. Start booking your January shows NOW! It's never too early.

II. Book DOUBLE the number of Shows you want! Typically HALF will postpone/cancel.

At your shows:

1. Offer something special to anyone who books a show for January. You may want to offer something as inexpensive as one of the jeweled frames or maybe a piece of jewelry from our line. We offered the Countess bracelet last year.

The key is HOW you offer the special gift. Try using phrases like, "Because you have to wait until January to have your show, I want to offer you this special gift for being so understanding and patient."

2. To book shows at the beginning of January try this: For booking in the 1st week of January give an extra \$25 in jewelry; in the 2nd week, \$20; or in the 3rd week, \$15.

[Numbers 1 and 2 should not be used together - choose one or the other.]

*** But don't forget, a good presentation of the Hostess Plan is what will make them want to book. You are using your special appreciation gifts to help them book when YOU want them to .

III. Book Former Hostesses.

IV. Tell everyone why January is a great time for a show.

1. People get in the habit of socializing during the holiday season but in January it all stops. Coming to a jewelry show gives them something to do.

2. They have been doing things for everybody else in the family, and this can be something just for them.

3. They may have Christmas money and you can offer them a place to spend it! Many times we have customers that pay cash (especially \$50 bills) because they received it for Christmas, so have extra cash.

4. People are buying for Valentines.

V. Help Your Hostess Earn More Free Jewelry.

Once you get your shows booked for January, let your hostess know you will be offering some special treats to her and her friends which will help increase the amount of free jewelry she receives.

1. Focus on attendance and retail. As soon as the Hostess books, have her start verbally telling her friends (yes, even now in November). Tell them to save their Christmas \$\$\$ for her Show! Offer a small gift for each guest and for bringing a friend! Offer a special GWP/FOC! This can be offered with a 3 item purchase or a 2 item purchase!

2. Everyone loves an after-Christmas Sale! Some examples: a) 20% off all pearl jewelry, b) 20% off ensembles, c) 10% off everything, d) buy \$25 at regular price and get one additional item at 25% off.

** This is a once-a-year sale for us - We do not offer it at any other time of the year!
(This makes it very special!)

3. Help your hostess increase attendance. When anyone brings a friend, they both receive a gift, or a 10% discount. Limit the amount you spend on each gift. The disc earring backs or the small silk pouches work great. This will also help her earn the bonus certificate for having 10 guests in attendance. Get your hostess excited about this and how it will increase the amount of free jewelry she will receive. Friends of invited guests usually book more and this will help the hostess earn the hostess bonus certificate for 3 future bookings. I don't have to tell you what a positive effect this will have on your business.

4. Enter all your January hostesses in your "Fabulous Hostess Contest." Give a special gift to the hostess who has the highest sales during the month of January. Display the prize at all of your shows. Be sure she understands that all sales will be added together. (Ex. If she does a home show and then has catalog sales later in the month, you will add those together for her total.) This way you can encourage her to get catalog sales following her show from those who could not attend. This could be the very thing that pushes them over the top to win.

Convert each dollar of sales into points and then the hostess with the highest point total wins. What's great is that you can give bonus points to hostesses for different accomplishments. Some suggestions for bonus points: a) If the hostess receives all 4 bonus certificates, add 200 bonus points to her total, b) If she gets 3 future bookings, add 100 bonus points, c) If she keeps the date originally booked for her show, add 100 bonus points. ETC.

Keep each hostess informed on where she stands in the contest. By doing this, you will discover which hostesses are motivated by the contest. Then you can encourage those hostesses to continue to work and be the big winner. It's up to you to create the excitement about your contest. Try it, you'll love the results.

5. New Jewelry in January! This is always exciting. This will help with attendance because even those who have been to a show recently will want to come again.

VI. Keep in TOUCH! This is the most critical thing!

1. Send Christmas/Holiday Greeting Cards.
2. Send a Thank you note for booking with sleeve bands in it.
3. Home Hostess coach in DECEMBER, and have invites ready to mail by Christmas Eve!

WITH A LITTLE PLANNING AND EFFORT, YOU CAN HAVE A GREAT JANUARY,
AND SET YOURSELF UP FOR AN INCREDIBLE AND UNBELIEVABLE NEW YEAR!!!

When all else fails & it snows...

Have a Blizzard Sale -

Call all Hostesses with catalog - offer 20% off!!!