

## **Kathy Allen – The ONLY Home Show You’ll ever need!!!**

Kathy shared an “AH HA” moment that she had after a recent event. Afterwards, she decided to script **an EXACT 30 minute home show – complete with Booking Activity, Sponsoring Activity, Guest Surveys, etc.** She memorized this script, just as a new or veteran jeweler would and delivered it to us as her audience! Ladies, it is a fabulous tool for every jeweler out there! I’m particularly excited for those NEW jewelers and for those with few shows on their calendar. This show format will maximize every minute (and she does the show in 30!) and help you walk away with many bookings on your calendar!

### **KATHY ALLEN’S HOME SHOW! Sponsoring & Bookings Made Easy Using the Guest Survey**

#### **Show Starts**

- Introduce yourself
- Thank your Hostess
- Present the Hostess with the piece of Jewelry that she won at the previous show by playing the Play or Pass booking activity.
- Ask, “How many of you have never been to a Premier Designs Show before?”
- You say: “Let me tell you what’s going to happen”. “This is about fun, fashion, jewelry, and I’m even going to talk about how to make some money”!
- You say: “Everybody take out your guest survey”. Hold up the guest survey to show everyone what it looks like. Tell them to fill out the top information with the Hostesses Name, their name, address, etc.
- You say: “At the end of the show I’m going to be drawing from these guest surveys for fabulous prizes”.
- You say: “Were going to be modeling the Jewelry. As we model, I want you to list your four favorite pieces on the guest survey. This helps me to know what to model at future shows” (spend 15 minutes on Fashion / modeling )
- Model jewelry on every guest... find out what they want to model and let them pick it out, a better chance they will buy what they model

This is some verbiage you can use during the modeling section to create interest in booking and getting more information about the Premier business opportunity. These are called SPRINKLES!

- This piece comes in the starter kit when you do this business!

- A lot of my Hostesses choose this piece as their Free Item!
- If you're finding that you like lot's of this Jewelry you might want to think about having a show.
- If you find that you Love all of this Jewelry like I do you might want to consider selling it!
- Don't you Love all of this Jewelry! When I got started I got over 70 pieces to wear and play in and after just four show I was making a profit!
- How much fun can we have in one evening

### **Transition Line from Modeling to Sponsoring Talk**

You say **“I have a couple more things to do. I've shown you the jewelry, now I'd like to tell you a little about the business.”**

“Think about this for a minute. How many of you could use some extra income every month. Maybe to help pay to a credit card bill off, or take your family on a nice vacation, or as in my case to pay for kids braces and college. Or maybe, once a month you want to have an all about me day where you go shopping and buy whatever you want with the extra money that YOU'VE earned. Let me tell you, as a Premier Jeweler you make on average \$200 every time you have a show. So, if you were to have one show a week you could bring in an extra \$800 a month and if you did six shows that could be \$1,200. Wouldn't that help with your family budget? Tonight I have brought with me some Business Information Packets so you can read and learn more about this business in the comfort of your own home. What I would like you to do is go to question No. 2 on your guest survey and check yes, that way I'll remember to give you a packet.”

*You want 60-70 people at all times, thinking about your business!*

**Booking Activity – Pass or Play / Comes after modeling and sponsoring talk.**

### **Transition Line to go to Pass or Play Booking Activity**

“You are not going to believe how much FREE jewelry you get when you have a Premier Designs Home Show.” It is not necessary to go through each individual bonus! You can hook the posters together with 1” rings and let them drop down, that is very impactful ! DROP those POSTERS!!!! They are all linked together!!!

1. 30% Poster
2. up to 8 items at ½ Price
3. and 2 additional \$50 bonuses for up to another \$100 in FREE Jewelry

**SAY - You are going to get 30% of whatever you sell at your show in Free Jewelry – so if you have a \$500 show – you will get \$150 in Free Jewelry!**

**You get to Buy up to 8 items at ½ price!!! I don't know about you but when I go to a store the first thing I look for is the 50% off rack!**

**You can earn 2 - \$50 Bonus's which is another \$100 in Free Jewelry!**

Have a bag or basket full of Premier's gold boxes. Pass the basket around and say to everyone, "Now, we're gonna play a game. Everyone take a box and just hold onto it. Don't open them up! **Tonight, I have THREE featured items. If you decide to play the game, you are guaranteed to win one of them.** And, they are... Colette N, Quilted B, Hotcakes E. EXPLAIN EACH ITEM IN DETAIL...key – you have to totally describe the 3 featured items!!! Sell the sizzle!!!! (You can choose anything you want to have in your boxes, could be jewelry or it could be Premier Incentives items ) This is how the game works... if you decide you don't want to play, it's o.k... just give me back the box and you don't win a FREE piece of jewelry, and that's o.k. BUT, If you decide to play, you're going to win a FREE piece of jewelry and you are the really BIG winner because I'm coming to your house to give you LOTS of FREE jewelry at your own home show.

O.K. you can open your boxes now... the surprise is, you get to pick which featured item you want! Write your selection on your guest survey form and your order form. \* Give them the jewelry they select the night of their own home show \*

*Kathy Allen did PASS OR PLAY at a training show, expected 4 bookings, but got TEN bookings AND ALL were dated at the training show.*

### **Close the Show**

- You Say: "Everybody take out your survey. On line four check yes if you want me to keep you posted. That means if I have a sample sale, if I'm running a special, if maybe you want to have a show in the future I'll stay in contact with you".

Now collect the surveys and do your drawings from the surveys. Then share your buying special for the evening and let them shop.

Take the guest surveys to the check out table with you. When the customer comes up to order pull out their guest survey and if they want a Business Information Packet give it to them at this time. If they checked no asked them if they would like on to give to someone else. Then you say: "When can I call you in the next two days to go over this". Stay quiet and let them give you a time a date.