

New Jeweler University

A training Program for New Jewelers in
Premier Designs

PART TWO

Getting Bookings on your Calendar

Who to ask?

- ◆ This is an exciting time for you to get shows on your calendar! You are excited about your business and there are many people who are going to be willing to help you. Do not worry! You do not have to have a large family to be successful or to get shows on your calendar!
- ◆ Create a list of at least _____ people that you can ask! Think of people love you, love jewelry, and love to help others. Whether you are asking for a favor or genuinely excited to get your business off the ground, people love to help and want to support you...all you have to do is _____!
- ◆ Don't know who to ask? Consider this option: Create a _____ list for yourself!
 - F= _____ (Old, New, and those you don't see often)
 - R= _____ (Near, Far, wherever they are)
 - A= _____ (Those that we know, but don't REALLY know; people we work with)
 - N= _____ (This is a great opportunity to get to know if you don't already)
 - K= _____ (What activities you are or your kids involved in?)

How to Ask:

- ◆ Have a plan of what to say... (use these key points when prepared to ask)
Avoid using terms such as book or _____.
Replace these words using terms such as *schedule* or _____ for BOOK
and *style session* or *fun girls day/night in* instead of PARTY.
- ◆ Decide _____ you are going to ask them. By phone, text, Facebook messenger, email, or in person?
- ◆ Avoid _____! You want to make each person feel special and keep things personal. This will eliminate people feeding off of a "NO" that you may receive in a group setting.
- ◆ Be _____!
- ◆ Once you've selected how you are going to ask, then use the suggested verbiage when calling or using electronic communications to reach out to the people on your list!

Phone Verbiage:

★ Have your calendar ready before you make these calls. Know which dates you are wanting and able to book shows. Fill the closer dates first.

PLAN A: (Ask them for a favor to hold a jewelry show with you!)

Hi _____. This is _____, do you have a second? I won't keep you but a minute, but I am actually calling to ask you for a HUUUGE favor. (pause) I am starting a jewelry business with Premier Designs to _____ (tell reason why you're doing Premier here). Have you heard of it? Here is my favor... I need 2 friends who could let me come over and set out my jewelry and invite a few friends over to play in jewelry. It doesn't have to be a big deal, just you and a few friends. I can give you some jewelry just for helping me out...what do you think? (If she says yes, continue with this)...Oh, thank you so much!!! I really appreciate it. Ok, the first 2 dates on my calendar I really need to fill are _____ and _____. Could you look at those dates and see if either would work for you? Friday, great! (Get the date penciled in...if she says she needs to 'look' first and she doesn't have her calendar in front of her, you ask if you can just pencil her in on one of those dates and when she gets a chance to look at her calendar she can call you back and if that doesn't work you will gladly work with her to find another one because you really appreciate her helping you.)

PLAN B: (TRY INVITING THEM TO YOUR KICK OFF SHOW!)

If she says 'no', you say this... Oh _____, that's ok! I totally understand! There is another way you might be able to help me out though. I am hosting a kick off show on _____ and I would love it if you could come and maybe bring someone with you! Could I send you an invitation? (If she says yes, get a good address and/or email for her and let her know she will be getting that in the next couple of days. Make sure you follow up with reminder call.) If she says she can't make that night, you go to Plan C (sending them a catalog).

PLAN C: (Get them to be a referral service and offer them something!)

Oh, I'm sad you can't make it (pause). Listen, do you think I could just put a catalog in the mail to you? I love referrals and if you just set it out and if someone either wanted to order or get free jewelry, I would give you 50% off any item anytime you refer someone to me. Is that something you could do? (wait for answer) Great, I will get that out in a few days and again, I really appreciate you helping me! (confirm her address)

If **no one answers – Leave THIS message:** Hi _____, it's _____ (do NOT say with Premier Designs!). I was calling to ask you for a quick favor. When you get a chance, could you call me back at _____? It's not a big deal...just a quick favor. Thanks! (If you say 'with Premier Designs' she KNOWS your favor! Curiosity killed the cat, so keep it vague. Don't say 'HUGE' favor because it may mislead them to think you are in some kind of trouble and will be frustrated when you are just asking for a show. Their curiosity will get the best of them and when they call you back, use the above script as normal.)

Booking Verbiage for Electronic Communications:

Hi it's XXXXX, I don't know if you know but I just started my own jewelry business called Premier Designs. I am super excited to start this new journey and I was wondering if you could do me favor and get a few friends or family members over for a fun girls day/night in and allow me to practice showing the jewelry? For your help, you will get all the free jewelry and be able to shop for half price too! What do you think?

Or

Hey XXXXXX! I don't know if you know but I just started my own jewelry business called Premier Designs. I am being challenged to hold 3 more style sessions by XXXXXXX! Do you think you could get 2-3 friends to meet at your house, my house, a Panera Bread, Starbucks, or a coffee shop for about 30 minutes so I could show our new XXXXXXXX (enter the current line) jewelry collection?

Or

Hey XXXXXX! I just started my own jewelry business and I am so excited! I get to give away free jewelry and I choose you! If I gave you some of my available dates, would you be willing to choose one and help me kick start my business by getting a few girlfriends together for me to practice my style session so that you can receive the free jewelry? I can use all the support I can get! So what do you think?

NOTE: These strategies will help you build your initial calendar with show dates, however, be sure to check out the videos teaching you how to continue to get more shows on your calendar using a booking activity at your jewelry shows!

Play or Pass Booking Activity

- The average hostess in this area receives \$250 in free jewelry, just for setting out some snacks, and inviting a few friends over. I always tell people that if they love the jewelry, then they should have a show and get lots of it for free.
- For those of you that are a visual learner, let me show you what that much jewelry looks like. (Have hostess come up and stack her up with boxes!)
- We are now going to play a game. I am going to have our hostess help me give each of you a box. Don't look inside and don't shake it, just hold onto it.

This game is really easy and if you choose to play you automatically win! In just a moment, I am going to give you a chance to open your box. And if you choose to open your box, you will win 3 things! #1, You automatically win the beautiful Petite Tennis Bracelet. It comes from Premier Designs, but is not available in the catalogue. It comes in silver or gold, 7" or 8", and has 54 beautiful clear crystals. Isn't that exciting?! #2, Inside the box is a number between 1 and 5. Whatever number you get is the number of addition tickets you get for our prizes at the end!!! And #3, you get FREE JEWELRY because if you open the box that means you will be a hostess for me and invite your friends and family over to see our beautiful jewelry!!! So, just to review, if you open the box, you are having a show and getting the tennis bracelet and more tickets right now! Oh....and there is a special bonus tonight... if you get a specially marked box, you are the big winner!! You get **double** everything! The most tickets anyone could win is 5, so you will get 10! And you not only get one tennis bracelet, but two! You can get one of each color!!! Maybe you are one of the lucky ones and are holding the double box right now! So that is how you play the game, if you decide to open your box we are having a fun girl's night AND you get a prize!!! Pretty easy! So, I am going to start over here. Would you like to see what is inside your box???

Deal, No Deal or Half Deal

"My average hostess gets \$250 in free jewelry.

That sounds great, but it looks even better!!! On average, that is 8-10 pieces of jewelry. (Have volunteer come up and drape jewelry). So you could get all this for FREE!

Now, I have a special game for each of you right now. Who wants some more Diva Dollars??? Maybe 10 more?!?!? Well I am going to give each of you 10 Diva Dollars to hold on to for just a moment (hand out to guests). These are not yours to keep....yet! We are going to play a little round of what I like to call Deal or No Deal. The way it works is pretty simple. I am going to come around to each of you and ask you 'deal or no deal'. If you choose DEAL then you are going to get a **shopping spree on me** at your house with your friends and family. That's right; you get to be a Premier Designs hostess just like Holly is today!!!! PLUS, if you deal, you get to keep the 10 Diva Dollars. If you say 'no deal', then you have to give back your 10 diva dollars and you don't get any free jewelry.

For those of you that are tempted and really want to keep the 10 extra Diva Dollars, but just aren't sure if you can have a couple of friends over, you can chose to 'half deal', which means that you will keep 5 and only give 5 back. If you 'half deal' that means you are at least willing to get some catalogue orders together or do a fundraiser for your favorite charity or organization.

(Go up to first person) So, Deal or No Deal? Etc....

Turning a Book Show into a Home Show at Check Out

When you have a guest who during your booking activity says, 'can I do a book show?', you are going to want to answer YES! Having them get some orders is better than no orders. Plus, at checkout, you can work with them to change it to a home show. Most people that want to do a book show rather than a home show have the same worries....'I don't have enough friends', 'My house is too small', or 'I just don't have time'. Knowing that, you can turn it around for her through a conversation. Here is something you could say....

"I appreciate you signing up for a book show. It will give you a chance to get a piece or two for free. However, I do have a way you can get more free jewelry and still do a 'book show'. Basically, you are going to pretend that you are still doing a book show and pass the book around to your co-workers, neighbors and/or friends. You will want to collect several orders that way. Now, here is the part where we change it up...we are going to plan a 'home show' date....now before you say anything, let me tell you that we can do it at your house or maybe even starbucks. All you need is one or two people there, so just invite your closest people. When we get together, I am still going to bring my jewelry so we can shop around the table. Because we meet, with my jewelry and a couple of guests, then you will qualify as a home show....giving you more free and half priced jewelry! So basically, you are still collecting the orders like you would with a book show and then just meeting with me and a friend or two for about an hour and you get the full benefits! How does that sound?"

Overcoming Booking Objections

I DON'T DO HOMESHOWS

- ◆ Did you like the jewelry? (yes)
- ◆ You don't have to a big party. Just invite a few friends over. You will still earn lots of free jewelry!
- ◆ This is very simple. I do most of the work. You don't even have to send out the invitations. I do that for you as well. Just put out simple snacks.

MY HOUSE IS TOO SMALL

- ◆ A smaller show can be more fun when it is more intimate.
- ◆ When a show is smaller, I can focus more on each guest.
- ◆ Just invite a few friends, have them wear no jewelry and we'll select the best for them with everyone's input.

I'M RE-DOING MY KITCHEN

- ◆ Awesome, I'm sure you'll want everyone to see it. Let's have your party when it is done.
- ◆ No problem, let's book it for _____. (Point is to book out at a later date but still have a confirmed show.) If the construction is not done, we'll reschedule it for later.

I DON'T WEAR JEWELRY

- ◆ Wouldn't you like to not have to pay for many of your holiday gifts?
- ◆ Even if you don't wear a lot of jewelry, I'm sure many of your family do and would love to receive it as a gift!
- ◆ You can donate your free jewelry to a favorite church, synagogue, or charity to use as a raffle items.

I WORK AN ODD SCHEDULE

- ◆ How far in advance do you know your schedule? We only need 2 weeks to get the invitations out.
- ◆ We can do a you and few show! Just let me know as far in advance as possible what a good day will be. Then invite your family and closest friends.

MY HUSBAND WON'T LET ME HAVE A SHOW

- ◆ We could have it anywhere you want. Parents house, office, sister's....
- ◆ Why don't you have it with a friend or sister? It's fun to have a show with someone else.
- ◆ I actually hear that a lot. You know, I've had hostesses in the same situation who schedule their show when their husband is traveling or out with the guys.

I HAVE TOO MUCH JEWELRY ALREADY

- ◆ Wouldn't it be great not to have to pay for a bunch of holiday gifts?
- ◆ Then you must really love jewelry! There must be an outfit or 2 that you would love to get new jewelry for.

LET ME CHECK WITH MY FRIENDS AND I'LL LET YOU KNOW

- ◆ From my experience, it doesn't matter what date you pick. There will be conflicts with people's schedules. What is good for you?
- ◆ You know _____ is a great time to do a show....let's just pencil it in and put the date out there. If someone can't make it, they can still order and it still counts toward your show!

I DON'T HAVE MY SCHEDULE WITH ME. CAN YOU CALL ME NEXT WEEK?

- ◆ So that Holly Hostess gets her booking credits tonight, can we pencil in a date? I will give you a 'date card' with the date we select on it and if once you get home and check your calendar, that date doesn't work, you can call me and we will pick another one. So, is a weekend or week night better for you?

I ONLY GO TO SHOWS, I DON'T DO THEM.

- ◆ I do fundraisers! What particular charity or organization do you feel passionate about? I would love to help out by raising some funds for them.

I ONLY WEAR FINE JEWELRY

- ◆ Did you see our line of fine looking jewelry? It's almost impossible to tell the difference it is so well made!
- ◆ Think of all the great holiday gifts you wouldn't have to pay for!

I DON'T HAVE ANYONE TO WATCH MY KIDS

- ◆ I cater to stay-at-home moms! Have a few moms over with their children. I'll pass around some of the jewelry in trays instead of a whole display. They can look in the catalogue and if they find something they like and I have it, I'll bring it out for them to try on.

MY FRIENDS ARE ALL BROKE

- ◆ You know what's great about a Premier show? You only need 1 guest and \$100 in sales! And really, just invite everyone. They might think of a gift they have to buy anyway while they are here.
- ◆ And, one of your friends may bring a friend who is able to spend a little more...someone you weren't even thinking of.

I DON'T FEEL COMFORTABLE ASKING PEOPLE TO SPEND MONEY WITH THIS ECONOMY

- ◆ I understand. I always try to remember that 90% of the population is still employed! And really, women aren't going to the mall the way we used to....so many people are looking for fun shopping fixes. And what's better than shopping, food and fun with friends?!?
- ◆ Did you know that the average price of our collection is only \$34? I can certainly emphasize the more affordable items as well at your show. No problem!

THERE HAVE BEEN TOO MANY DEMOS IN MY NEIGHBORHOOD

- ◆ I understand it gets to be a bit much. If everyone is showing up, they must be enjoying it! Why don't we pencil in a date for later on? Is _____ good for you?

Creative Ideas for Getting Bookings

_____ - Church/school bazaars, Township days, Family/fun events. Look for FREE or events under \$25. If it's more \$\$ - find someone to split with you. These can be hit or miss...but you never know. You need to WORK those events (BE THE BUBBLY JEWELRY LADY!) and FOLLOW UP, FOLLOW UP, and FOLLOW UP!! Offer an incentive for booking & shopping. Follow up with those bookings and the prospects you meet. 1 booking could lead to multiple bookings and/or future prospects.

_____ = NO EXCUSE NOT TO HAVE A SHOW! Types of shows to hold:

- ◆ Jewelry Selection Committee (Jan or July): after the new catalogs arrive...invite people to come and look at the catalog/jewelry and tell you their top favorite pieces. You're going to make it seem like their choices will help you determine which pieces to add to your collection. Have your jewelry set up, no expectation to buy however – offer a discount if they do want to shop. While they are there you can talk to them about booking a show. Maybe offer them one of their top fav pieces for FREE (\$50 or less) when they book in the following month.
- ◆ Holiday Open houses – shop off your table for Valentines, Easter, Mother's Day, Back to School shopping etc.
- ◆ Hostess/customer appreciation event – June – celebrate the first 6 months of hostesses/good customers.
- ◆ Do a Theme. Invite groups of people who are: Teachers, Public Servants, Volunteers, Nurses, Animal Lovers, etc. Example: make it a "Teacher Appreciation" event and give away theme door prizes - put an apple, pencil, and piece of chalk (with jewelry lady meaning of chalk) in a plain brown paper bag. Make whatever group of people you have there feel special. They will be more apt to attend. Let them bring 1 friend.

Offer personal "_____". It's a smaller/less pressure type (the way we describe it to them). You would present it: "____ (person you're talking to) - I'd like to offer you a personal style session for you and a few of your friends. The whole thing is about an hour, and here's how it works: You invite at least 4 people; they can bring an outfit they are looking to accessorize. I will show our jewelry and help them find something that will work with their outfit. Additionally, I will give you 4 - \$10 coupons that you can give to 4 of your friends to put towards any purchase \$25 or more that they might want to make". **Treat this as if it's a show and do a smaller, more casual presentation. No giveaways, share info in between helping the ladies accessorize.

Be a name & business card collector and offer a _____! When you're having conversations with people and building a relationship tell them you do a weekly drawing for \$25 in free jewelry. It's a great excuse to get their contact info and to be able to follow up! You can offer everyone a \$25 gift card or maybe a % off. Or you can tell them they've won a "personal style session" (see previous page) and see if you can get them to do a show. You can also ask businesses if they will let you put a box up to collect business cards. Make up a cute box with a sign as to why they should leave a card for you.

_____ . Find people/organizations out there looking to raise money. You're going to donate some of your profit (30-50% is good - you can do more or less) but you will add a show & possible future shows from that. Reach out to friends you know who do "walks/runs" - many of them need to raise money. Ask to set up at a 5K that benefits a cause. Many diseases have fundraising events/awareness months. For example: March = Brain Injury and Kidney Cancer Awareness, April = Autism & Parkinson's Awareness. Google "awareness months". LOOK for reasons to help someone raise money. Offer the same % donation on additional bookings when they hold those shows within the next 2-3 months.

Visit some places of business. Salons, Dr's offices, mechanics (let the men shop!) Real Estate Offices, Apartment complexes with a community center, schools, retirement communities etc. Ask for appointments to set up for their staff (offices) and customers (salons/retirement communities). You can "call" if you want but I think the in-person is MUCH more valuable. Take a set of catalogs, dress like the jewelry lady and carry a small case of jewelry. Ask if they ever have Vendors come in to set up for their staff/customers. Tell them that we offer beautiful high fashion jewelry at affordable prices. Some places might want a % of the \$\$\$. Or you can offer some free jewelry for the help.

Set up a _____ _____ . Give your hostesses an incentive to book every 6 / 9 or 12 months. Get the "next date" on the calendar when she's done with her current show. I.e. the dentist won't let you leave unless you rebook your 6 month apt with him!

When you've called everyone you know and they all told you "no thanks" or "later". Call them back and ask them for help booking a show. Tell them if they get you a booking, they can shop for a % off at their show or you'll give them a gift card towards a purchase. You want to make the % worth their effort to get you the booking.

Working With Your Hostess

“A show worth _____, is a show worth _____.”

What to do once you book a show:

- ◆ Give her a ‘ _____ ’ for the fridge with your contact.
- ◆ Give your hostess the Hostess Packet and go over contents inside.
 - ◆ 1-2 Catalogues
 - ◆ 3 Order forms
 - ◆ Labels and Return Envelope for mailed invites
 - ◆ Hostess Tic-Tac-Toe

(Reminder – All these forms can be found on Nancy’s Website.)

What to do the next day:

- ◆ _____ your hostess’ contact info in your phone. A good way to save it will incorporate the dates as well. For example, if you booked Holly Hostess on Feb 25, 2016, you might want to enter her FIRST NAME as 16 Feb 25 and her LAST NAME as Holly Hostess. That way you can quickly scroll to any particular time frame for shows booked.
- ◆ Send your hostess a _____ saying ‘thanks for booking a show’. If her show date is more than 5 weeks out, you will want to send her a ‘save the date’ as well she can forward out to her friends. Remind her to mark off the squares on her Tic Tac Toe as she completes them. **Note:** This and other text verbiage for hostesses can be found on Nancy’s website under Hostess Coaching.

What to do 3-4 days after you book a show:

- ◆ Send your hostess a ‘ _____ ’ letter that will remind her of the things to do for her show.
- ◆ Send your hostess a text reminding her to send you any addresses she wants invites mailed to.

What to before the show:

- ◆ Send the invites to your hostess and her guest list about _____ weeks before her show.
- ◆ Encourage your hostess to complete as many squares on her Tic Tac Toe board as possible.
- ◆ _____ Days before the show, text your hostess a ‘Reminder’ she can forward out to her friends. This reminder can be made in Pic Collage or Red Stamp.

What to after the show:

- ◆ Send your hostess a thank you note (form letter on website) with a _____ note wrote on it.
- ◆ Text each customer a ‘thank you’ the next day to build customer relations.
- ◆ Let the hostess know when to expect her jewelry.