

# New Jeweler University

A training Program for New Jewelers in  
Premier Designs

**PART THREE**

# Sharing the Business through Sponsoring

## Why Share Premier?

- Premier can be an incredible blessing for people in many different ways.
- You can make a difference in someone's life.
- Why keep it a secret? Would you not tell your friends about a great deal you found? Shirt Example.
- When you share the business and sponsor people into Premier, you can gain additional income. On average, you can earn about \$\_\_\_\_\_ per month from each working jeweler. Think about it like this....what could just one jeweler pay for? How about 10 jewelers???
- By sharing and sponsoring, you can also earn trips and bonuses from Premier!

## Leadership Steps in Premier to focus on from the start:

### • Joan's Rookie Team

- Within first \_\_\_\_ months from Training Show
- Sponsor \_\_\_\_ New Jewelers
- Hold \_\_\_\_ Jewelry Shows

### • Builder

- Sponsor \_\_\_\_ New Jewelers total
- Hold \_\_\_\_ Jewelry Shows within last \_\_\_\_ months (training shows count)

### • Designer

- Sponsor \_\_\_\_ New Jewelers total
- Hold \_\_\_\_ Jewelry Shows within last \_\_\_\_ months (training shows count)
- Qualify for Designer Trips and Bonuses!

After Designer, there are more steps in leadership. Once you start climbing the leadership ladder, ask your upline what is next for you!

### **How to set the goals to get there:**

On average, when you share the business with \_\_\_ people, \_\_\_ person will sign up. You may find your average to be higher or lower, but use this now to set your goals.

If you want to be on Joan's Rookie Team, how many people will you need to share Premier with?

If you want to be a Builder, how many people will you need to share Premier with?

If you want to be a Designer, how many people will you need to share Premier with?

### **Who should you share the business with?**

Anyone and Everyone! Don't judge people, just share. Share with your customers at shows and your hostesses. Hostesses are a great place to start because they already love the jewelry. Also, begin to think of people that may have a need that Premier can help with. Do they need financial assistance, do they need to get out of the house, do they need to be uplifted by other women who care about them? Premier can service so many needs, so don't just think of who needs money.

### **Make a list of 5 people right now that you'd like to talk to:**

- 1.
- 2.
- 3.
- 4.
- 5.

**How to share the Marketing Plan:**

Practice share the business plan with your up-line before you share with prospects. Your upline will be happy to share for you if you have anyone interested right away.

Once you have practiced doing the OP, you can share with prospects on the phone or in person. Try to share the info with anyone who shows interest within \_\_\_\_\_ hours.

**Flip Chart - Nancy's website:**

[www.jewelrynancy.com](http://www.jewelrynancy.com)

login: jewelry password: nancy

**Share the video:**

[www.premierbusinessinfo.com](http://www.premierbusinessinfo.com)

**Conference call line:**

Listen: 641-715-3868, access code 544419

**Keeping track and following up with your prospects.**

Use the next page in the packet to keep track of who you talk to and what they say. Use this tool to help you follow up with leads about the business.



## Big Money Sponsoring Activity

(In the Purse Game)

**D** stands for **Dreams**. And I have a questions for you about dreams. Real Quick – if money were no object, where would you take your **next dream vacation** and who would you take with you? (Go around the room and let them answer) Well, I want to show you how Premier Designs could help you take that dream vacation. \_\_\_\_\_ since you were so excited about your answer, I want you to come up and help me. Everyone, give it up for \_\_\_\_\_. (Clap so the guests will follow suit. The clapping will make your volunteer feel more comfortable.)

Now, we are going to pretend that \_\_\_\_\_ has decided to become a Premier Designs Jeweler so she can save up some money to go on her dream vacation. I want to show you all just how easy it is for her to start saving for the trip working very part time with Premier. Keep track of how much money she makes in this example – you might just get a diva dollar for knowing at the end!

Before \_\_\_\_\_ starts making money, there are three things you need to know about being a Premier Designs Jeweler:

1. Premier jewelers get **paid 50%** of all jewelry sales. This is an industry high!
2. Premier jewelers get paid at the **point of sale!** Love it! It is like instant cash...like going to the ATM.
3. Premier jeweler have **no quotas**, meaning you can make your own schedule and work when it is best for you and your family.

Okay, so let's see what happens in a sample month for our pretend new jeweler. So, \_\_\_\_\_ in the first week of the month, *what night or day works for you to do a show?* (she answers 'Saturday') Great! *That is a great day to do a show! At that show, you sell \$400 in jewelry, so how much are you going to make?* (wait for answer) *That's right, \$200!* (Give her \$200 in big money) How exciting! **You get paid that night! And you don't have to wait for a check in the mail!!!**

Ok, let's move on to the next week, *what night or day works for you to do a show?* (she answers 'Friday') Great! *That is a great day to do a show! At that show, you sell \$600 in jewelry, so how much are you going to make?* (wait for answer) *That's right, \$300!* (Give her \$300 in big money) How exciting again! **\$300 is not too bad for just 3-4 hours of work, having fun and playing dress up with other women!!!**

The following week is your birthday, so you didn't schedule any shows this week. Remember, **we control our calendar and can work when we want to work**. Since it was your birthday, you went out to eat with some of your friends and of course you were decked out in your fabulous Premier Jewelry. While at dinner, your waitress noticed all the jewelry you had on and you told her about your new business. She loved it so much, she bought a set from you that night! What she ordered, retailed for \$200 so how much did she make? Correct, \$100! (Give her big money) And that was easy! **This just proves that jewelry sells itself. You don't have to be a 'salesperson' to make money in Premier. Just wear it and show it and you will sell it!**

Ok, so we are on to the last week of the month, *what night or day works for you to do a show?* (she answers 'Tuesday') Great! *That is a great day to do a show! At that show, you sell \$400 in jewelry, so how much are you going to make?* (wait for answer) *That's right, \$200!* (Give her \$200 in big money) **Are you beginning to see how easy it is to be a Premier Designs Jeweler?**

So, who can tell me how much money \_\_\_\_\_ made in her first month with Premier? That's right! \$800!!! And that was for 3 average shows and a night out with friends! Not too shabby for a part time gig, huh? Let's give \_\_\_\_\_ a round of applause for helping out! She has earned another Diva Dollar just for helping out today! (motion for her to sit back down.)

So ladies, if you saved up \$800 or more each month, you could take that dream vacation we talked about. Or maybe your dream is to buy a house, finish your basement, pay off debt, or put your kids through college. **Whatever your dreams are, Premier can help!** I have some curiosity packets here that I would love for you to take with you tonight. This packet just has a little more information about the business of Premier Designs. Feel free to take one for yourself, or someone you know who has a need or a dream Premier could help with.

# Curiosity Packets

## What are they?

These are packets you prepare to give to prospects at shows (or in life!) that will include some \_\_\_\_\_ about the Premier Business Opportunity.

## Components:

- \_\_\_\_\_ Envelope (can order from Premier Incentives)
- A coupon for listening to OP (on Nancy's site)
- The Mini Marketing Brochure from Premier ('We are Premier')
- Mini Catalogue
- Quickstart Program Benefits (on Nancy's site)

## When to use them:

When you are at a show and someone shows interest in the business or you just think they would be good at Premier, give them a packet. Then ask them when you can follow up with them about what is in the packet. Try to set up a time to talk within \_\_\_\_\_ hours. It will not be the full marketing plan, but something to give them idea about Premier Potential.



# Overcoming Sponsoring Objections

When talking to someone about the business and they voice a concern or objection to you, the first things you are going to want to do is ASK MORE QUESTIONS. After you ask her more questions about her concerns, you can then give her feedback like the samples below.

## **I don't know if I have enough time to do something like this:**

The great thing about Premier Designs is that it is your own business and you can work when you choose. There are no mandatory meetings, sales quotas, or sales reports. That's what makes this such a wonderful opportunity!

## **I don't have the money:**

First, decide if this is something you really want to do. Then, we can discuss some options for coming up with the money. There are several ways to get into Premier Designs without putting a lot of money down. (Talk to your upline about these ideas.)

## **I wouldn't be able to book any Home Shows:**

Trust me, I will teach you how to book Home Shows. Our Hostess Plan is a major reason ladies decide to book a show.

## **I'm not a sales person. I don't think I'd be good at something like this:**

You don't have to sell something people already want. All I do is show the jewelry and offer a few fashion suggestions...the jewelry does the rest! There are all kinds of personalities in Premier that do well. You don't have to be like someone else to be successful, just be yourself and have fun.

## **I'm afraid to stand in front of people:**

I understand how you feel. I felt that way too. I found each Home Show became more comfortable. We are going to work together to help you have a fun time and enjoy your business. I will show you some ways we can focus the attention on your guests at your home show instead of on you.

## **Is this a pyramid:**

Absolutely not! Pyramid schemes are illegal scams where a large number of people at the "bottom" pay money to a few people at the "top". Jewelers do not pay money to their sponsors. Commissions are paid by the company based on retail sales to customers.

## **I know someone who tried something like this and didn't do very well:**

I don't know why her business wasn't successful, but I do know that you are not her! I promise that I will work with you to do everything I know to help you meet your goals. Don't let someone else's failure keep you from experiencing success.

**I've done a business like this before and it didn't work:**

That's good because you already know about direct sales. Maybe you just haven't found the right product. Let me show you how Premier is different.

**I know a lot of people who sell Premier. Is the area saturated?**

No, there is plenty of opportunity for you. People move in and out of an area and we have more jewelry than any person can purchase at one time. We periodically add new pieces to our line, so people are always wanting to see the jewelry, book shows, and purchase our jewelry.