

Telling others about Premier over the Phone!
By Eileen Koehler

When they check yes or maybe on survey, point to at check out and ask now when would you like me to call you about this? If hesitant, then say, why don't I give you a quick call that will take about 30-40 minutes to give you the rest of the story because you really can't make a decision without all the information. Make it sound non committal!!

Give them Catalog & OP Brochure. (Then either get out of debt or stay at home mom)
Set up phone OP then date and time within 24 hours if possible!
Give her your business card w/ time and date of phone appt time.
Call her promptly @ time scheduled.
Make sure starting the call that she has 45 minutes to listen, ask about kids etc. Basically verify time is still good for her.

DOING THE PHONE OP

Intro: I am going to go over marketing plan w/you and then put this in the mail to you.
(Not a lot of chit chat)

Is this still a good time to talk?

Intro: Say I am going to go over the marketing plan with you and then put this in the mail to you so you can take notes but you do not have to since I will be sending it to you.
(Don't do a lot of chit chat)

P 1. Premier Designs has been around 22 years and is based in Dallas. They are a debt free company and they are based on Biblical Principles to honor God and serve people.
They are a company based on integrity; they stand by their word and their product!

P. 2 It can provide you extra income to reduce debt, take vacation, let you be a stay at home mom or whatever your need may be.

P. 3 Just a reminder that we make 50% of everything we sale. So it doesn't have to be attached to a show. If someone orders a \$50 necklace, you make \$25 right then.

P. 4 Why jewelry?

*Top gift giving item in America, if you don't love it, your mom loves it or someone you know does!

*You wear your product so compliments lead to bookings and sales
Golden Guarantee-cover that

P. 5 How do I keep my business going? HOSTESS PLAN, it is the most generous in America! Reassure her it is a killer hostess plan and that is why they book!

Takes \$100 minimal to be a show. Hostess receives 30% of that in free.

So let's say it is a \$500 show, 30% of that is \$150 FREE for the hostess! This comes from Premier and we just pay an \$8 jeweler share for that portion. It is kind of our contribution and it is a tax write off. It doesn't matter if she gets \$100 or \$300 free our share is only \$8. Then there are 4 bonuses added to help her and you! These are also paid by Premier!

#1 Keeping original date- keeps your calendar controlled & having \$100 in advanced orders - gives you \$50 cash BEFORE she gets there

#2 Have 3 friends book future shows-great for you gets her talking to them about it! She receives \$50 FREE

So if it is a \$500 show and she earns the 2 bonuses, she receives 30% which is \$150 plus \$100 on bonuses so she gets \$250 in FREE jewelry, that is what makes them book! And our share is only \$20 so you still make \$230 profit!

Any questions about that?

P. 6 Again, we make 50% from day one and you are paid first, the day of the sale so not waiting on a check to arrive. The checks are made to you and you keep half and send Premier the other half.

Any questions?

P. 7 Another way to make money is sponsoring which is signing a new jeweler under you. It is completely optional and you do not have to. However should you decide to, you will be well compensated generously! We have our 10-10-10 program.

So you are at a show and you do what I did last night telling the ladies about the 50% and the flexibility of our business and someone (let's call her Mary) will be interested and they sign under you. She will go out and have a \$1000 show (now they are all not \$1000 shows but for easy math, let's use it). She makes \$500 and you will make \$50 from that show and any show she does you will make 10%. Now let's say Mary signs on a friend, Ann, she comes in under Mary and ultimately under you. Mary has a \$1000 show and makes \$500 and you and Mary both make \$50 from Premier. Now Ann signs up Julie, who is also under you and Mary. Ann has a \$1000 show and makes \$500 and you, Mary & Julie make \$50 from Premier. Now they are now always going to be \$1000 shows but it is paid out on every show they do. That is our 10-10-10. This could even start at your training show. If someone decides to try it, they would sign under you!

Any questions about this?

P. 8 So here comes the money and I know that is what you're waiting for!

Okay let me just tell you about our Premier Card. It is a free credit card and there is no annual fee. You can't use it at the mall; it is your business credit card. You don't have to take it out but

if you do to put your investment on, you get 3 months with free interest and the card is free. So keep that in mind and we will talk some more about it later.

There is a \$396 Authorization & application fee. It covers:

- Authorization to represent Premier Designs
- Jeweler Handbook which is great reading! Has excellent info in it for show ideas and training tips.
- Literature Package-you get a big box of supplies, catalogs, order forms everything you need to get started!
- Training CD's-you can listen to them in your car, in a bubble bath but they have great training tips on them to help you book shows and more
- DVD of 2 personalities doing a Home Show so you can see there is not cookie cutter personality to be successful
- Monthly Commission Report- it is on the 10th of the month and Premier tracks your activity for you. Any ws orders which is when a customer orders not on a show, home shows, samples you may purchase etc. and should you decide to sponsor, you get your 10-10-10 activity as well. This is a lot of work and Premier does it and your commission check comes with it if you sponsor.
- No tax id-they file your customer sales tax with the government for you.
- Free shipping on your personal orders from premier. So if you order a case of catalogs, you only pay for the catalog and tax not the shipping which could get costly!
- This one I would pay \$395 just for it! They prepackage all the orders for your hostesses and customers. You do the show, go home and type it into our free website, it takes about 10-15 minutes and then when the hostess gives you her selections, you send it to Premier and you are done! Premier sends it out to the hostess with all the customers orders already bagged and receipt stapled. You or your hostess is not sorting and you make no deliveries! I have hosted a show for another company whom we will not name and had to sort all the product when it came in and I really did not even receive much free so it made me not want to do another show with them. This makes your hostess life easy as well and she is happy to do another show for you because it was easy and she got a lot!
- Toll free numbers to Premier. They are open 8:30 a.m.-9 p.m. so let's say you are at a show and have a question and you can't reach me, maybe I am at a show, you can call the toll free number and they can help you. They always answer the phone Premier Designs how may I serve you and it is always a live person. Never a recording or voice mail!
- Free website, has training tools, promotions and your orders tracked. Many wonderful things for you and it is free!

Now you are going to become a jeweler (use upcoming month) of 07 and will remain one until (same month) of 08 and that will be your renewal time. On your 1 year anniversary, that fee drops to \$350 to continue to cover all these services.

Now if you used the Premier Credit Card you can use points from that for your renewal. I have actually not paid a renewal at all because I used points on the credit card. You also get the option to hold you own renewal show. You book yourself! So you schedule yourself for a show and you get all the profit, bookings and this time the FREE jewelry!

Any questions about this?

P. 9 Congratulations that makes you a jeweler but guess what, you don't have any jewelry! So unless you are going to lay on their dining room table with that one necklace you bought last night, that's not going to cut it for you! So you need some samples. There are 2 ways to get samples. The President's Package is an awesome deal, it is better than we get as jewelers! It is 70 pieces @ \$10 each, WOW that's incredible and there is even a watch in there too. Now the retail value of it is \$2000 but you get it for \$10 apiece. They give you a soft sided case sort of like a piece of luggage to carry the jewelry in, plus 4 black trays with velvet pads (did you notice the one I used last night to pass around the jewelry in?) you get a ring sizer, jewelry tags & visual aids which is the colorful posters I used last night. All of this is \$110 but Premier gives it to you when you order the President's Sample Kit. So that is \$750 for \$2000 in jewelry and you get the carrying kit.

Now let's say you don't want that much jewelry. You pick out several pieces @ 50% off but you do not get the bigger discount and you don't get the free carrying case and extras.

So now let's go back to the President's package which is what I truly recommend because it gives you the best bang for your buck! \$750 & \$395 comes to \$1145. That's what you would put on your Premier Card that is free interest for 3 months and no annual fee. Now it can be challenging to approve so if you have credit issues, this may not be your best option.... (wait and listen for a response)

If none, Is that something you think you may be able to get?

(if they him-haw quickly negate the uncomfortableness of it) say you don't have do the Premier Credit card, you can pay by check or a personal credit card or however you want. This was just one option.

P. 10 Say ***if show is already booked***, the show you booked for _____ should be your Training show, that is the smartest way to go. It works the same way, I do everything, the presentation, set up and booking and you will sit and watch just like you would anyway but watch closer to see how a basic show is done. At the end of the night, guess who makes all the money? You do! You make the 50% all the checks are made to you; you get all the free jewelry & all the bookings!

Yes I am there to help you with those bookings to start you off! So you make money before you even start working!

Say if no show is booked, to start is so simple, you just host your own show and it is a training show. I do everything, the presentation, set up and booking and you will sit and watch just like you would anyway but watch closer to see how a basic show is done. At the end of the night, guess who makes all the money? You do! You make the 50% all the checks are made to you; you get all the free jewelry & all the bookings!

Yes I am there to help you with those bookings to start you off! So you make money before you even start working!

Then Premier offers a program called Quick Start. If you do 6 shows during the 45 days following your training show, you win \$200 in FREE jewelry and if you do 9 shows during the 45 days following your training show, you get \$300 in FREE jewelry. This program is optional but it is awesome and available to you! The benefits of doing it is you will

completely paid off your kit, you will have practiced your “spill” enough to feel really good about it and you will have future shows on your calendar. This is also a good evaluation point for you because you can see how long it took you to do the show and determine how many a month you could do that would work with your family. Worst case, you do the 6 or 9 and determine it is not for you, you have paid off the kit and you can sell the jewelry and make \$1000! But probably you are going to find you love it and the money you have made in a short amount of time and will love getting even more FREE jewelry!

P. 11 Some additional reasons it could be for you:

- * Paid first up front
- * No Inventory
- * No Sales Quotas or reports to do
- * No Territories you can go wherever you want to do a show or sign someone up
- * Best marketing plan
- * Training available! We have great monthly training, they are not mandatory but they can help you in your business and they offered to you once a month. Everything you saw me do last night, I learned at these. They are fun and informative and can help you get the most out of your business if you choose to take advantage of them.

Closing: Bring them to a point of decision!

Say let's pencil in a date for your TS, I have _____ available did you want a thus or fir, etc....

I'm going to put this in the mail to you, talk with your husband about it in the next day or so. You really sound like you want to do this.... Be sure and tell him how much you want to do it and ask for his support as you try it. You will never know if you don't try! (Ask her what she thinks he will say?) If money is object, then remind her to be sure and tell him what she is getting for the investment.

So do you see yourself doing this? (Overcome any usual objections)

I will call you _____ (set time and date again) to finalize everything. I think you'd be great and you never know until you give it a try!