

“ALPHABET CARD”
PREMIER SHOW FORMAT
OR “THE PURSE GAME”
(using tickets)

As the guests are finding their seats, ask them to have their purse handy as we will be using them. As you continue with introductions and introducing yourself, have the guests open their purse and pull out an item with the letter that you show them. Here are the letters that you need on colored index cards . . .

P G H F D S

(If a guest doesn't have a purse, she can “play” by pointing to objects in the room.) Give the first 2 or 3 guests a ticket when they pull out the different items that start with the letter on the card you hold up . . . no duplicates. Right before the shopping time – have the guests tear their tickets. They place one side of the ticket in a drawing sack and keep the other side (“keep this coupon”). Shake up the tickets and draw the winning ticket or tickets for an appreciation gift(s).

P – After you have given the tickets to the predetermined number of guests, then. . .

P is for PREMIER – In a couple of sentences tell about the company. Also describe Premier Jewelry as High Fashion. (The look of fine jewelry without the high price!) You could mention PEOPLE are the heart of Premier and how awesome our company is.

G – Again, give the first 2 or 3 guests a ticket and then let your guests know. . .

G is for GUARANTEE – Describe our Golden Guarantee in detail. Give illustrations. Explain the cleaning of high fashion jewelry.

H – Have the guests get something out of their purse that starts with the letter H. Give, again, a ticket to the first 2 or 3 that pull out original items (remember, no duplicates).

H is for HOSTESS PLAN – Stop and explain our incredible Hostess Plan.

Note: Here is a great time to explain what the winner of the winning ticket will receive.

F – Again, give the first 2 or 3 guests a ticket and then say . . .

F is for FASHION SHOW.

D – Having the guests take items out of their purse gives a respite from your talking...a great balance between interaction and listening. This allows them time to take it in.

D is for the best DEAL in town! Explain the booking activity or what you have to offer to those who book, or the “deal” might be your sale for the night. Example: buy three items, get . . . or spend \$100 and get . . .)

S – **Is for SURVEY and SHOP.** Explain the guest survey/registration and have them complete it. Have a drawing and give them either a prize or tickets.

KEEP IT SHORT AND SIMPLE (5 OR 6 LETTERS).

Additional Letters (optional):

T – **THANK** the HOSTESS.

L – **LOVE** Premier (The Hostess Plan).

M – **MODEL** the Jewelry.