

RETAIL & MONEY SAVING TIPS

'Tis the Season to Increase Your Retail!

Here's How:

Hostess coach every hostess. (In her home if possible.) Take your jewelry to her before her show so she can see it and get EXCITED! If she is excited, she will get guests to the show. If they come, they will buy. Attendance is critical.

Price everything. Don't make it a guessing game on what things cost. Don't use safety pins to tag your jewelry because it cheapens the product.

Make your table look attractive with matching pieces displayed together. Put about 8 -10 items on a tray. Combo trays will invite additional purchases. Lay jewelry on the top of scarves. Put things together that you can mix and match. When you aren't standing at the tray that someone is looking at, let you display do the suggesting for you.

Pass trays with jewelry in them to your guests. They will be able to see a few pieces at a time to make their selection. Get 1" deep trays so you can cart more to a show in the burgundy bags. Use an extra burgundy bag if needed. (You can get 12-14 trays in a tote if they are 1 inch.) Update trays and change combos regularly.

Make it fun! Give lots of prizes, be silly, give fashion tips, get everyone you can to model. The more you put on people, the more fun they have and the more they bond with an item. **FUN, FUN, FUN** will make it better for you and everyone there.

Always, always, always have specials and sales and giveaways with purchases. Romance the giveaway; be it scarves or whatever. Make them want it!

Have watches \$20 off at all times. Save on sets, add a bracelet, buy 3 and get something at a huge discount, or receive a scarf with 2 items. Write down ideas that you think might encourage more sales and add-ons. Ask a friend what would encourage her to add another item at the point of the sale, and then try it at a few shows.

Validate your guest's choices. Find out what else she wanted if money weren't and option (via the "WISH LIST" etc.) Make it possible for her to get it through specials, a discount, booking a show, whatever it takes. Make it a goal to add 1 item to every order. You will both be happier and that means more for everyone. Suggest favorites ~ mention gift giving. Offer a gift giving special.

Your suggestions are critical. For example: the **Avalon** and **Kindred** necklaces come with a nice pendant ~ I explain it, "a free pendant with the choker." "It's only \$29!" Then show how adding **Legacy** or **Arden** slides create a "brand new necklace!" Remember this when you customer is purchasing **Nora, Phoenix, Lynx** and **Chic**.

Walk your hostess around the table after you setup and have her try on jewelry. Ask about her "Wish List" and show her your favorites. Mention your specials so she can remind her friends. Have her trying on lots of jewelry. She is your assistant. The more she knows, the more she helps with sales. If she wanders, bring her back to the table.

Wear black to your show. A great black scoop neck dress that you can make look many different ways will go a long way in giving your guests a visual showing of how Premier's accessories can stretch their wardrobes. When they see you change your look so easily, they will have more confidence in doing it for themselves.

Suggest items. This is the key to selling more and upping your retail and is where most of us fail. **YOU HAVE TO SUGGEST.** Show your guest things you know they would like, should have, or really need and then make it affordable. Aren't you always happier when you have a complete set. She will be, too.

Suggesting is serving. It will increase your retail. Personal attention is what we all love. You are in the unique position to give it a lot of people who need it and appreciate it.

Sell jewelry off your table when the deadline for guaranteed delivery closes. Continue doing shows through December, offering "cash and carry." Then the week between Christmas and New Year's you have time to replace your jewelry sold off the table with fresh new jewelry to begin a New Year!