

# **SELLING IN SETS**

## **How to create a need for Ensembles:**

- Wear a matching ensemble to your shows
- Model ensembles on your guests
- Talk about the importance of first impressions
  1. Eleven assumptions are made in the first 30 seconds of meeting someone.
  2. 93% of lasting impressions come in the first 4 minutes of meeting.
  3. Essentials for a total fashion look: SETS
    - a. Earrings are essential because they are as much a finishing touch as your lipstick.
    - b. Necklaces are essential because they bring attention to your impact zone.
    - c. Bracelets and rings are essential because they draw attention to your expression zone.
  4. Women give 3 reasons for not always looking their best:
    - a. Not enough money
    - b. Not enough time
    - c. Not enough “know how”

It is OUR responsibility to show them how to look good in a short amount of time at an affordable price.
- Pass around ensembles after you’ve passed around the top selling individual pieces.
- Offer a special if someone buys an ensemble.
- Have one guest remove her ensemble and replace it with pieces that do not match.
- At checkout ask why the guest didn’t buy an ensemble. If they say they can’t afford it, offer to give it to them for free at their own show!

## **Verbiage:**

“No matter what your walk of life or profession, our goal is to look polished when we walk out the door.”

“Top wardrobe consultants often guide clients to spend 2/3 of their wardrobe budget on accessories.”

“Very important! Buy and wear jewelry in matching sets. This is what we call ‘no brainer jewelry,’ in that you will not have to think about what matches when you are getting dressed.”

“Having a Premier Designs Jewelry Show is the most cost effective way to buy several ensembles of matching jewelry.”