

## **“SHOP AROUND THE TABLE”**

Martha Schauer

### **I. PRESENTATION**

- a. K.I.S. (keep it simple, keep it SHORT!!)
- b. Pick a signature color and style. (ex: pink/black, animal print, diva etc.)
- c. Use little or no holiday décor.
- d. Use black jewelry case and velvet necks to emphasis signature pieces.
- e. Have a specific time designated on your invitation for “social hour” which is prior to “shopping around the table.”
- f. Get guests to the table by a certain time to begin explaining your agenda for the show. (Talk w/ your hostess and she can help you with this.)

### **II. INCENTIVES**

- a. 3 door prizes.
- b. Have guests put their name on a ticket for 2 of the drawings, put tickets in decorative “bag.”
- c. Final drawing is made using the guest information card.

### **III. SHOW AGENDA**

- a. INTRODUCTION: Thank guests for attending Suzie Q’s “Guilt Free Shopping Spree”!! Introduce yourself. (Be looking good!)
- b. HOSTESS PLAN: “I’m sure most of you are familiar with Premier Designs but for those of you who are not, I am soooo excited because you are in for a treat tonight! When **you** have a “guilt free shopping spree”, \$25 of free jewelry is yours just for having your friends over to play in the jewelry. (Hand the hostess/guests a box, do this for each of the hostess benefits.) For getting \$100 in sales before your shopping spree begins \$25 free jewelry. For having at least 10 friends attend \$25 free jewelry and with 3 or more bookings \$25 **MORE** free jewelry. Then, not only do you receive an **additional** 30% of your sales in even **MORE** free jewelry, which is approximately 5-6 more pieces, you can also get 4-8 pieces at ½ price!!!! How about that. Now, isn’t that better than a tube of lipstick or a spatula?”
- c. BOOKING ACTIVITY: “If y’all are like me, when I go shopping I always see more than I can get and it is so frustrating! So, if you see more here tonight than you can get at this time, I can solve that problem for you. Just have your own “guilt free shopping spree” and get all this free jewelry from **Premier** and take one of these cute accessories bags as a thank-you gift from **me**. Is there anyone right now that knows for sure they want their own shopping spree? Great, you will get first pick of which bag you want because they go fast!”

- d. GUARANTEE: “As you shop, remember that Premier is high-fashion jewelry with a top notch warranty called our “Golden Guarantee.” (explain)
- d. “One more thing and then we’ll start shopping. We are going to have three drawings for door prizes so make sure you have put your name on the back of a ticket and dropped it in this bag. When Suzie Q claps the clapper, freeze where you are and we’ll draw for a prize. At 8:00 we will have our final drawing so have your information card, which is in the lap pad (folder, portfolio) with your order forms, filled out and turned in to me because I will be drawing from those for the final prize.”
- e. SPONSORING: Before final drawing, thank them again, tell them how much fun you have had and mention that if they know anyone who would be interested in a great part-time job, mom-job, or who would just like to make some extra “play money” to please take a curiosity package envelope. This package has different types of information about Premier. Feel free to call me with any questions. (As soon as you can, make a note of who takes them and follow up in a few days.)

### **HOSTESS RESPONSIBILITIES**

- 1.) NAME TAGS
- 2.) HAVING GUEST PUT THEIR NAME ON THE BACK OF A TICKET
- 3.) HELP GET THE GUESTS TO THE TABLE AT 7:00
- 4.) USE THE CLAPPER FOR THE DOOR PRIZE DRAWINGS.

### **OBJECTIVE**

- 1.) To spend more time at the table with the guests.
- 2.) Give them different ideas on the types of jewelry combinations. Go to [www.howmayiserveyou.com](http://www.howmayiserveyou.com) and click on home show help, then on jewelry combinations by Kym Jump and her group. Remember to use this site, it is sooooo helpful!!!
- 3.) Build a rapport with the guests, make them feel comfortable.
- 4.) Encourage guests to try something different, get out of their comfort zone, feel good about themselves etc.

### **VERSION II**

Begin your “show around the table” by announcing your specials for the night. Then go right into putting jewelry on the guests and telling/showing them different combinations. About 15 minutes into this have a door-prize drawing. Before drawing the ticket . . . go over the golden guarantee . . .15 more minutes, another drawing . . . discuss the hostess plan . . . 15 more minutes, another drawing . . . discuss sponsoring. Make sure this last drawing is done with the guest surveys. I don’t do a booking or sponsoring activity. I do this on a one-to-one basis.

**I love Premier Designs Jewelry!!**