

Sponsoring Information

My sponsoring activity is simple: I plant seeds throughout my show like "Ladies did you know that I'm sharing my jewelry box with you tonight because all this jewelry up here that you see...it's all mine" another one is "Ladies the hardest thing about my job is figuring out what jewelry I'm going to wear for the day", "Ladies did you know that Premier jewelers get paid to have a girls night out, meet new people, play in their jewelry, and eat brownies...the neat thing about this is...because I'm out meeting new people, playing in jewelry and eating brownies...I'm able to pay for my son's college tuition through this business."

Those are just some of the things that I say throughout my show...then at the very end (before shop time) I do my sponsoring talk... "Ladies I know that you want to get up here and play in my jewelry box displayed on this table...however I have one more thing to share with you which is the most important part of tonight's show...12 years ago my husband and I were struggling financially due to a huge medical debt. Our daughter got sick and within one week our whole world changed. It was like this huge black cloud covered our heads that would not leave...money is like oxygen... you have to have it if you want to live and raise a family...I realized that something had to change...or nothing was going to change. I did NOT like knowing that we didn't have an extra \$5 in the budget to spend if I saw a T-shirt on sale at Wal-Mart.

My family's life changed when I was asked to come to an "Information night" and simply get some information about Premier Designs and how it works...no pressure...just information...and I realized that I couldn't say Yes or No about the business without getting the information first. What's so funny is I didn't even wear jewelry and I definitely didn't know how to accessorize an outfit. However I am so glad that I made a decision to go and just hear about it...This Business has changed our lives in so many positive ways...I could write a book!

Ladies I don't know if you have a need in your life that Premier could help you with...however I do have an information packet that I'm giving you for you to simply read and look over...(start passing them out to everyone) If anything inside this packet gets you just the least bit curious and you would like some more info about how Premier works and the income opportunities...you will want to redeem the coupon that I have for you inside the packet...If you look through the info and it doesn't stir up any curiosity for you...please pass this on to someone that you know that is looking for ways to make some additional income, wants to be a stay at home mom, needs to pay off some student loans...whatever. This packet could be the best gift you've ever given them. Thank you for your time...now let's start playing in the jewelry."

After they have a few minutes to look through the catalogue and try some jewelry on I say..."Oh ladies I wanted to let you know that we are having an Information night this _____ at 7:00 p.m. I would love for you to come and be my guest for the evening and...you can redeem your coupon then." Then I spend the rest of the night **listening**...those that ask questions or say anything like...I can't believe all this jewelry is yours...I will personally ask them one on one (when I'm adding up their order) to come to the information night and I ask them if I can call them and give them directions to it? Their answer is usually always..."well sure or yes please call me". Follow up is KEY!!! If you leave this one ingredient out...you will NOT sponsor and build a Premier Family and Team. Just like if you bake a cake and leave out the eggs...eggs are just one simple ingredient however you will not end up with a cake if you leave them out!

I call them within 48 hours and let them know how much fun I had at the show and what a joy it was to meet them. I give them directions to where the Information Night is going to be and I ask them if they know what piece of jewelry they are wanting to redeem on their coupon. If they don't know I assure them that it's ok because I'll have a catalogue waiting for them at the Information Night. I don't answer any of their detailed questions about Premier during this phone call...I simply say...you are asking some great questions and you will get all that info and more this _____(day) at the Information night. I let them know that if they would like to bring a friend or their husband with them...(if they are married) that would be great. If no one can come with them...that's ok too however I do let them know that they can bring someone with them if they want to.

This is what I put in an Information Packet: You will need a Greeting Card Sized Envelope to put the info in. I put 3 sponsoring stickers on the front of it with a large label in the middle of it with my name, phone number, and e-mail address. (the 3 stickers that I use are "I get paid to sparkle you can too", "Wear what you do and make money too", and "Come join our Family". My first 10 home shows when I started Premier, My last 10 home shows, the coupon to get \$25 retail in free jewelry, The Premier Opportunity Brochure #130, My business card, My Top 10 reasons why I love my job sheet...I created this sheet with my own personal top 10 things that Premier has done for me and my family...you can create your own sheet or just leave it out. I hope this information has been helpful, enjoy building your business and Team.