

# BASICS OF A ONE-ON-ONE

## OPENING:

- Put the prospect at ease by saying something like: “I want you to sit back and relax. I’m just going to share the information with you.”

## YOUR STORY:

- Give the prospect “your story” about joining Premier

## FINDING OUT HER NEED:

- **F.O.R.M.** – Find out the following information:  
F = Family; O = Occupation; R = Recreation; and M = Motivation  
One question you can ask is: “What made you curious about this?”
- **WRITE IT DOWN** – On a piece of paper (that you will give her later) write down what she tells you and have her be specific. For example, if she says for extra money, ask her what she would do with that extra money.
- Tell her **WHY** you think she would be good at Premier

## MARKETING PLAN BROCHURE:

- Ask questions that will elicit YES responses
- Use the “power of the pen” with the brochure. There are 4 “A” words that can help you to remember how to tailor the information in the marketing plan to fit your prospect and her needs to make it more personal (refer to example sheet).
  - *Affirmation* – Affirm something that you heard her say earlier at the show, in the first few minutes of your meeting or on the phone that applies to her specific need
  - *Appeal* – Draw attention to what appeals to her most about Premier to get her so excited that she cannot wait to start
  - *Already* – While you are sharing the plan – speak to her in terms of “when” not “if” she becomes a jeweler. Include her in YOUR business and speak to her as if it is already HER business.
  - *Action* – Leave her one or two specific tasks to complete to put her into “action” and a sense of urgency for each one.
- **Guarantee:** We have one of the highest quality control averages in the high fashion jewelry industry.
- **Hostess Plan:** Our hostess plan is the most important tool in your business. Question to ask: Can you see how the Premier hostess plan keeps your business going?”
- **Retail Sales:** We get paid first. Average is \$25 to \$50 per hour. No quotas. No inventory. No deliveries. Volunteer this, as it is their #1 worry: **“We have a proven system for teaching our jewelers how to get their bookings.”**

Question to ask: Do you see from this example how you can make money by retailing? Isn't 50% great? Now I'm going to show you the next level of income – Sponsoring!"

#### EXPLAINING SPONSORING:

- **Sponsoring:" This is unlike anything in a corporate situation." "In corporate America, your boss can tell you how valuable you are and how much they love you but can only pay you this much. There is no limit to your income in Premier – you can make as much as you want because it is determined by you and how much you want to work."**
- Write the prospect's name in the first circle as the sponsor, then ask her...From your friends and family, who would be the first person you think we could talk to about Premier? Let her give you that name and write that in under second levels. Then ask for another name and another so she has filled in all the first level circles. This helps her visualize sponsoring and sharing Premier and how quickly her downline would grow accordingly. It also tells her that she doesn't have to wait at all to share Premier (with sponsor's help). We can start talking to folks at her training show!!! (Assure her that these are just names we are filling in, whether or not they will sign is totally up to them.)
- **Options for paying the Startup Cost:** Cover this **BEFORE** the cost information. **"I know you want to hear about the money and the start up cost. Before I do that, I want to tell you about Premier's financing option."** Discuss check, credit card, Premier Card. Emphasize that she can have any co-signor. 6 months interest free on the Premier Card.
- **Start up Cost: Why I love it-**

#1: "When ladies start their Premier businesses, they treat it as such." "No matter how many shows they do or what their goals are, they have the right attitude about their **business**. It's not a little hobby they'll dabble in and try for a few months. As a Premier mom, these are the kinds of people I want to work with and invest my time in."

"This attitude of a 'business' is directly reflected in our retention rate. While the direct sales industry has a retention rate of less than 20%, ours is 52%!"

#2: "Premier believes in giving its jewelers all the office material, services and jewelry to get them off to a great start from day one." "Other companies might have a start up cost of only \$100 or so, but then the distributor is nicked and dimed from there."

When covering the \$395, have the prospect tell you names of 2 of her friends who would probably help her get started. Write that down in the brochure. Have her give you names of 4 other friends when covering the \$750.

Question to ask: “Do you see that for less than a dollar a day, Premier provides you with an office staff to help run your business?”

When discussing the President’s Package, make statements like:

“Most women want as much jewelry as possible to get started.”

“It’s a one time cost.”

“You don’t have to purchase any more if you don’t want to.”

“This is YOUR jewelry box that YOU get to wear everyday!”

- **Renewal Fee:** This is a GOOD thing and protects your business from becoming a “buying club.” **“You’re hiring your office staff for less than a dollar a day.”**
  - Explain how easy it is for their investment to be paid off within 5 home shows, on average.
  - Ask her which start up method she is most likely to take. If she says the Premier Card, ALWAYS have a Plan A (Premier Card) **AND** a Plan B identified **before** applying.
  - Premier does everything in their power to help you make your money back quickly and get off to a great start. You will have your first contest: Explain **quick start** and **training show** and how that is all to her benefit!!!!!!!!!!

**CLOSING: Questions/Objections** – You need to know where she stands and what she’s thinking. Ask questions like: **“What do you think?” “Can you see yourself doing something like this?” LET HER TALK!** (Don’t ask, “Do you have any questions?”)

**Specific questions you can ask to help her think this through:**

1. Can you see yourself doing this?
2. What would you enjoy most?
3. What do you think will be the hardest part of the business for you?
4. If she has children, ask her if her husband is available in the evenings for them or what she plans to do for childcare.
5. If she works full time, ask her when she is thinking about doing her shows. During the week or on the weekend?
6. If she is married and her husband isn’t there, ask her what he’ll think about the business and what his concerns will be. Ask her how he’ll respond. Suggest that she tell him that she really wants to do this and that she needs his support. Set up a time for you to call or meet with him to answer his questions.
7. “If money were not an issue, is this something you would want to do?” Do not EVER let money be the reason not to do the business! She needs to decide whether or not she really WANTS to do the business and if it fills a need.

**Two “closing techniques”:**

- “On a scale of 1 to 10, what is your interest level?”
- “Let’s make a list of all the pros you see and any concerns you may have.”

(Write these down on the same paper with her Need)

**Create a Sense of Urgency:** “Premier will ALWAYS be here, but it will never be a better time to get in than right now:” WHY? Premier is going to continue to grow and you never know when one of your closest friends or family will be asked to book or join the company by another jewelry lady.

**Repeat the Need that she identified when you first started:** For example, if it was to pay off a particular debt: “If you don’t start Premier, what plan do you have to pay off that debt?” (If you are at point A and want to get to point B; nothing is going to change, if you change nothing!)

**Pencil in Training Show Date:** “OK, that show that we have scheduled for \_\_\_\_\_, why don’t we make that show your training show:” If they don’t have a show scheduled, then say, “OK, the next step is to pencil in a date for your training show. Be nonchalant. You are the one in control. Work your calendar and guide her just like with scheduling shows.

If she says, “Oh, I have to ask my husband”, respond, “Oh, of course you do! But we are only penciling in a date. Please know my calendar is very busy and training shows take priority over regular shows. I would hate for you to lose out on a good date!”

If she says, “I need to think about it”, respond, “OK, tell me what you need to think about:” “What are your thoughts?” “What are you worried about?” Meet her objections and HER FEARS head on!

**Homework Assignment:** Encourage your prospect to start getting her first hostesses lined up.

This will give her confidence that she’ll get her start up cost paid off quickly. Give her this verbiage: “I’m considering starting my own jewelry business. I’ll need your help by being one of my first hostesses. Will you help me? Or “I need 6 friends to help me get started. Will you be one of those friends by doing a show?”

**Identify Next Step:** Before you leave, make sure it’s very clear as to the next step. Confirm that she will be available to take your call within 48 hours to answer her questions. Get a specific time of day. Write these next steps on the paper with her Need and Pro/Con list and give it to her.

Use verbiage confirming that she will answer the phone! “It’s okay to say ‘no.’” “I’d love to work with you, but ‘no’ is an acceptable answer. Even if ‘no’ is the answer, I still want to talk with you. I’d rather you be honest with me than for me to make a bunch of phone calls, as both of us are busy. Will you answer the phone when I call?” (Smile when you say this!)

**As you leave** – tell her one more time how much you would love to work with her.” **It will be loads of fun and I know you would be great! I’d love to work with you!”**