

I recently heard a training by a great friend, and retailing queen, Missy Standifer. She said that her training topic of “Increasing Your Retail” should have been titled “Go the Extra Mile, It’s Never Crowded there.” And I would certainly agree with Missy that having higher retail can happen for anyone who is willing to go the “extra mile” with your hostess and at your jewelry show.

There are three main things that I believe will increase your retail. And those are outside orders, the number of guests attending your shows, AND your ability to connect with and create the need for your product during your fashion segment of your show.

So I’d like to give you some practical things that you can implement immediately to help in each of these areas.

First, let’s talk about OUTSIDE ORDERS.

Consistently having several hundred dollars in outside orders can happen if you do a great job at hostess coaching. Plain and simple – NOTHING takes the place of great hostess coaching.

Here are some things that I cover while hostess coaching to get my hostess thinking about collecting orders immediately:

First, I let my hostess know that even if several of her friends are unable to make it, she can still have a \$1000 jewelry show! It is OUR job to help her think big and do our part to help her

reach it. It's as easy as getting a catalog into the hands of everyone who can't make it. I like for her to think of these friends as pre-orders waiting to happen!

2. I like to role play with her what she needs to say when her friends tell her they can't make it. "I'm so sorry you can't make it Sally! But you can still participate. Would you like to see the catalog? Here's a link to Suzanne's website. Even after I hostess coach her, I'll text my hostess that verbiage, along with my website, and say "I just want to remind you of the best thing you can say when a friend tells you they can't make it"

Then I let her know that SHE will have to follow up with her friends to get their orders, because they will most likely not contact her, even if they do see pieces that they would like to have.

3. Next, I ask my hostess to text me when she gets her first pre-order. And I get really excited along with her about this order. "Woohoo! You are on your way to your \$1000 show!"

4. I also offer a special incentive (usually a watch of her choice) when she collects \$300 in pre-orders. I have found that when we raise the bar, many times hostesses will work for it, and will be less likely to just stop at the \$100 required to get their \$50 bonus.

5. Although you may have a personal website, I would suggest offering to mail catalogs to out of town friends who may prefer looking at an actual catalog as opposed to your website. Your hostesses know who these people are, but your hostess may not ask you to mail a catalog if you only offer your website.

6. Many times a large portion of my outside orders happen AFTER the show. After the show is over, I leave my hostess a sheet that tells her how much free jewelry she earned. On that sheet there is a place for “homework” – I ask my hostess to write down the names of everyone who was supposed to come but couldn’t make it at the last minute.

I usually hold my show open about 3 days after the show, so I go to work helping my hostess by posting pictures to her Facebook Event page AND personal messaging each person that didn’t get to attend. I let them know that we missed them at the show but they still have time to order and they can get in on the “After Party” order drawing. Now this drawing can be an incentives bracelet or a discount on an item.

7. Now this next idea is something that I recently saw and loved from the very creative Penny Lacey. Instead of just sending a THANK YOU text to everyone who orders (and I’m sure many of you already do that) take it a step further and do something that can increase your sales. Tell them “Thank you so much for your order! If you didn’t order everything on your

wish list, you can take advantage of our “After Party” discount of 25% off between now and the day your jewelry is delivered.

Then, ask your hostess to let you know when she has delivered her jewelry so SHE can get in on her “After Party” gift. But you can’t tell her what it is until everything is delivered.

After all the jewelry is delivered, begin calling your customers from the party to see if they like their selections and ask if they want to take advantage of their “After Party” discount that is good through today.

After you have called every customer, you may end up with several orders. If so, call your hostess and tell her that she can get additional FREE jewelry with an “After Party” party. These After Party orders can be turned into a catalog show and the 20% free jewelry from that is her “After Party” gift. Or, she may want to get back together with a couple of friends that didn’t get to attend to turn it into a “you and two” show and get 30% free. Worse case, you can use the “after party” orders as pre-orders for your personal show or even a mystery hostess show.

Now is that “going the extra mile”? It certainly is! But if you want to increase your retail, this is working smarter, not harder.

Now let’s talk about INCREASING ATTENDANCE AT YOUR SHOWS:

This, again, can be improved by great hostess coaching.

The day after she books with me, I will send my hostess a “Save The Date” Text. And while she is excited about her show, I ask her to go through her cell phone, and write down EVERYONE that she can invite. Tell her “you probably know many more people than you think you know”. Our job is to teach our hostesses to think outside of her “inner circle”. I let her know that many times the people that will come will be those that she least expects. Then I tell her “WHEN you send this text to 30 people, let me know and I will bring a special gift for you to your show.

Personally, most of my hostesses choose to invite by text messaging, coupled with a Facebook event. But to make inviting by text and Facebook successful, several things are a must:

First, you must make sure your hostess knows that the Facebook event should ONLY be used to generate interest through the postings that you will be doing. She absolutely should NOT rely only on the Facebook event as her only means of inviting people.

Secondly, your hostess must understand that she should NEVER send a cute text picture invitation without a personalized message attached and that she should NEVER send it as a group text.

Then, and most importantly, I ALWAYS send my hostess the personalized verbiage that I want her to include along with her text invitation. When I'm hostess coaching her, I tell her that the reason I will be sending her verbiage is because I know what to say to get her friends excited about coming.

"Hey Sally! I'm so excited about my upcoming jewelry style show and really hope you can make it! Not only will we get to play in beautiful jewelry, but lots of quick and easy tips will be shared that will help us make the most of our wardrobe! It's so much fun! I really hope you can make it! Will you check your calendar and let me know today.

Three days before the show, I ask my hostess to take 15 minutes and personally call every person that she has invited. Let her know that she may have to leave messages, but receiving a personalized voice invitation from her can increase her attendance by up to 50%. Tell her to let her friends know that if they bring a friend they will each receive a free gift (\$1.00 cross bracelets).

Then the day before her show, send her a "Reminder Text", along with verbiage to send out to everyone, including those she has not heard from. Again, it's still about the excitement that YOU will create when you give her verbiage to share. "Just one more day until my jewelry show! I am so excited about it

and really hope you can make it! Are you going to be able to join us? Don't forget to bring a friend and receive a free gift!"

Now, is THIS going the extra mile? It may be! But I believe YOU can keep your hostess excited and get her friends excited better than anyone else simply by the words that you choose.

Lastly, let's talk about THINGS TO DO DURING YOUR SHOW TO INCREASE SALES

Two main things are important for increasing our retail at our shows – connecting with our guests and creating the need for our product. Many of you may have seen or are using some of the verbiage and ideas that Jane Francis has been talking about with her Style Show. Some of you may have no idea what I am referring to. It involves beginning your shows with verbiage that is effective in relating to your guests and identifying with them. “With our busy schedules these days, most of us don't feel as though we have much time for ourselves, and we certainly don't have EXTRA time to pull our look together.” So OUR job is to show them that it is not complicated and that ANYONE, regardless of the amount of free time they have, their age or weight, can look pulled together with a few simple accessories.

I also believe that creating the need or desire for our product requires more than just putting necklaces around a mannequin's neck. Maybe this belief stems from the fact that I, myself, was NOT a jewelry wearer and probably would have never spent

\$60 on a necklace at a jewelry party unless I was shown the value of it. I would have purchased a less expensive item just to help my hostess. So if we want higher sales at our shows, we need to understand what many of our customers may be thinking when they arrive.

With that said, there are several other things that I always say before I ever show the first piece of jewelry.

“Like many of you here, I never understood the impact that jewelry can have on a basic wardrobe. Before joining Premier, I would have told you that having a pulled together look was all about the clothes I was wearing.

But what I have learned is that wardrobe consultants suggest that 70% of our wardrobe budget be spent on our accessories. Because these accessories are what gives us a pulled together look. With a few great accessories, you can take a simple, basic wardrobe and create a style all your own. And I’m going to show you how that works tonight.

How many of you feel like you have a closet full of clothes and nothing to wear? Would you believe that the average woman only wears 20% of what is in her closet about 80% of the time. So most of us tend to wear the same clothing over and over again.

For sake of time, I am going to be focusing on necklaces within the next few minutes. Because our necklace is definitely our most cost-effective look changer. But I want you to remember this when it comes to jewelry – “ONE is good, TWO is better, and THREE pulls it all together. So ONE is your earrings. It is in the vision line of everyone that meets you. My favorite are the Julie earrings (and these are the only earrings I show). TWO are your bracelets. It’s always flattering to draw attention to the smallest part of our body, and for most of us it’s our wrists. I recommend stacking two – a stack of bangles paired with a statement bracelet or a wrap bracelet. But THREE is your necklace – this is your look changer. So let’s get started.

I’m going to show you a favorite “collection” of necklaces, that mix and match together, and will take you from day to evening. Then I show about 8-10 necklaces. That’s all! I love focusing on the versatility of our jewelry, because for me, and for other “minimalists” at your show, cost per wear and versatility will be huge selling features. I believe the idea of having a “collection” of jewelry is a fantastic concept, because it is a great visual for our guests that several key pieces can transform their wardrobe.

I know there are many jewelers who do not use a mannequin, but I personally believe you need to put jewelry on either a mannequin or guests at your shows. I choose a mannequin for

the same reason that department stores use them, and that is to sell a look to a customer. Being able to change a look of a simple shirt simply by changing a necklace is a HUGE selling feature to someone who doesn't wear jewelry. Seeing is believing!

Always take a look at what you are showing vs. what you are selling. If you are not SELLING what you are SHOWING, then there may be a disconnect between you and your customers. Ask yourself: Is what I am showing appealing to the average customer at my show. For those of you "jewelry fashionistas" out there, that would describe yourself as "dramatic" jewelry wearers, you need to know that your average customer is probably NOT like you. She may NEVER layer several necklaces together, and demonstrating 12 ways to wear one piece may simply overwhelm your average customer. While I do absolutely love to focus on the versatility of a few of our pieces, I want to create the need for the girl that comes to my shows wearing jeans and a simple shirt and says that she rarely wears jewelry. Now I don't know about you all, but THAT is the majority of my customers.

Another way to create the need for your product is to have a good "sound bite" for everything that you show. Know WHY you are showing it, and communicate to your customers why they need it. I like to talk about specific clothing she might

wear a piece with (this piece looks great with any neutral OR this piece looks great with a white shirt and jeans) so she can picture herself in it and think about her own wardrobe.

And lastly, here are a few other things to consider doing that will increase my retail:

Offer a “buying special”. Women just love a deal!

Offer a \$10 gift card for a future purchase to each customer if you have at least 10 buying customers from a show.

I have a VIP page that consist of my hostesses and customers that want to be added. I run specials on my VIP page monthly. Not only is this a way to increase your retail, but also a good way to keep your name in front of them.

Take advantage of our opportunity to host our own personal show each month. Collect names at your shows of ladies that say they would like to attend another show in the coming months and invite them to attend a personal show.

All of these things I have shared with you are within YOUR control! Don't worry about what you can't control, but focus on what you CAN control in your business. Colossians 3:23, and also Premier's 2016 Verse of the Year says: Whatever you do, work at it with all your heart, as working for the Lord, not for man. When you do this, “going the extra mile” will soon become your norm, and you will see an improvement in every

area of your business, including your retail. And by going that extra mile, you can make 2017 your best year yet!