

Share the Sparkle Part I

By Gary Googe @ Nashville Regional Rally

20 min. follow-up to Janet's 15 min. testimonial on Friday night

After 28 years of sharing Premier, the things I want to mention are most important of all to your success in sponsoring. These are the power elements for effectiveness in building a Premier Family.

1. Your Enthusiasm for Premier

If you're truly excited about Premier, you'll be in a position to sponsor. If you're not truly excited, *you're not!* It's never just what you say, but how you say it. If your body language expresses enthusiasm, you're over half way there to success in sponsoring, as well as selling, booking and more. So make sure YOU sparkle as you share the sparkle.

2. The presentation of *Your Story*

Your personal testimony about what Premier has done for you can be powerful. This is a great place to begin your presentation because it's something you're very familiar with. Explain WHY you joined Premier and how your needs are being met. If you're aware of needs the prospect has, you'll want to reflect on how you see Premier meeting those needs. Don't make this sound like a canned speech. Make it personal! Show a real interest in helping the prospect see that Premier could enable them to end up with their own story of great success.

3. The Trustworthiness of Premier

Share the Purpose and Philosophy of Premier. It's important for the prospect to see that Premier is not typical corporate America. Furthermore, it's not your typical multi-level marketing company. Share things you've learned about Premier and our Founders, as well as our current leadership. You'll want them to know they can make money in Premier, but that the company is not just about money. It's a company that focuses on enriching lives first and foremost. Make a point to read Andy Horner's books so you'll have some insight on these things.

4. The Earning Potential

Point out that they can immediately begin making 50% in gross profit from their sales and enjoy the benefits of a 10-10-10 commission program. It's important that you elaborate on both of these.

The 50%

This is a very generous payout. It's more that you'll find most other companies providing. Share what it's meant to you.

The 10-10-10

This is probably the most generous downline payout in America. *Share what it's meant to you in earnings.*

5. The Hostess Plan

Assure them that the Hostess Plan can be the means of perpetuating their business beyond

their family and friends. Share your own experience about how your business has extended far beyond family and friends because of the generous incentive of the Premier Hostess Plan. Point out how giving people a chance to earn free jewelry is not imposing on them, but giving them an opportunity.

6. The Support System

Share how they can be successful through our fabulous support system. Tell them they'll get to work for themselves, but not by themselves. Let them know that there's more support for succeeding than ever before, making it easier to develop one's Premier skills than ever before. Assure them that they can succeed if they'll take the initiative to learn The Premier Way.

7. The Value of their Kit and the Opportunity Itself

Help them see that they really have nothing to lose by joining because the cost of the investment is covered by the value of their jewelry. So they really have nothing to lose. Furthermore, they'll have tremendous earning potential through the use of their kit.

8. The Opportunity to Make a Change

Remind them that if they keep doing what they've been doing, they'll keep getting what they've been getting. Help them realize that if they don't do something different about their income, they'll be in the same financial shape a year from then. Furthermore, help them see that just as it's been a helpful change for you, it can be the same for them.

9. The Chance to Join a Successful Team

In this process of making your presentation, you need to cause them to feel that if they don't join, they'll be missing out on what could be a fabulous change for a better future. Tell them you'd love to have them on your team. As you share this, realize that the fear of loss is always greater than the desire for gain.

Pray for your prospects and the development of your downline!

Realize that God knows who and where the people are that need Premier. Pray that He'll lead you to them and that He'll help you as you prepare to represent Premier well through your presentation.

Always remember that, as a general rule, no one will ever join Premier to help you. Instead, people get into Premier because of their concern to build a better future in meeting their own needs. Your objective is to leave them with the impression that life in the future will be better for them *with* Premier than it will be *without* it.

Always follow up closely, but never let yourself be perceived as pushy or desperate. Always realize that if a person doesn't join your Premier family, there are many others who will because we surely have a fabulous opportunity to offer. If you'll just keep making quality presentations, and help your downline do the same, you'll build a fabulous future through Premier Designs.

Share, Serve, and Shine

By Gary Googe @ Nashville Regional Rally

20 min. wrap-up at Friday Night Leadership Event

Share—Share the Hostess Plan and the Marketing Plan. TALK to people about your business! Never stop! Do so enthusiastically! Attitude is everything! If you're excited, others will tend to join you. Attitudes are contagious. Talk to people every day about your business. If you'll get excited about the possibilities, that won't be hard. But you've got to focus on your dreams to move you into action. Your dreams will give you the motivation and the energy to get a lot done, which is what you're going to have to do to get where you want to go. Success in anything doesn't come easy, it takes work, it takes facing the challenges head on, it takes getting out of your comfort zone, and more. But there's nothing about this business that you can't learn in time. In the beginning, things can be slow. In the beginning, things you do may seem awkward. But remember: Anything worth doing is worth doing poorly until you can learn to do it well.

Serve—Serve to help your Hostesses have a great show and your downline to grow a business. As Zig Ziglar has said repeatedly, "You can have anything you want in life if you'll help enough other people get what they want." But this takes WORK! If you won't work, Premier won't work. It'll never enable you to see your dreams come true. As our Lord said, "If you want to be first, you must be first in service." As Andy Horner has said, "You can sell without serving, but you can't serve without selling." But, again, serving is work and it runs contrary to our nature. We're prone to be lazy and self-serving, but that'll never build a great business or take you to your dreams. So work your personal business, but work closely with your people, serving to help them succeed. Put on events for them that'll not only help build their business, but their dreams as well.

Shine—If you'll do the work you need to do, you can shine as a star, reaping the benefits of your hard work to help others succeed. As you'll work hard to make others succeed, your own success will come. What goes around, comes around. You will reap what you sew. If you'll pay the price, you'll get to enjoy the benefits of *enjoying* the price. Money, friends, travel, fun times, and much more will come your way if you'll work to do those things others have done to get to the top. Your life will be filled with the making of many wonderful memories. These are things I'm reminded of every year when I put up our Christmas tree. It's filled with ornaments we've purchased in all the places Premier has taken us over the years. I get to reminisce and give thanks every time I'm putting it up or taking it down. What great memories Premier will provide for you if you'll be loyal to your business. So don't quit, don't give up on your dreams. They'll be fulfilled and more if you'll stick to the task in the years to come.

Let's Go Shine

By Gary Googe @ Nashville Regional Rally

20 min. end of day wrap-up on Saturday

I want to ask you some important questions.

- 1- What will you change about your Premier business when you leave here? Do you have a list of specific things in mind?
- 2- While there are some marvelous exceptions, it has been found that most people who go to business conferences such as this change nothing. Will you be the exception?
- 3- If you're to be an exception, what will be the spirit in which you will apply what you've learned? Will you go from here *with enthusiasm* for seeing some exciting results?

Let me make some suggestions and discuss these with you.

1. **Set some specific goals** for your business for between now and National Rally.
2. **Share your goals** with supportive people and find at least one accountability partner.
3. **Set activity goals and work to make those activities habits.**
4. Decide to **do these things with the utmost enthusiasm**, *expecting positive results*.
5. **Make a list and keep a list of people to contact** for bookings and for prospecting.
6. **See every "no" as a friend, putting you one step closer to a "yes" and success.**
7. **Set deadlines** for the accomplishment of your goals. Urgency is essential!
8. **Decide now to attend National Rally to celebrate** your accomplishments.
9. **Set a goal for how many people you want to take with you to National Rally.**
10. **Be determined not to quit and give up on your goals and dreams.**