

**Sponsoring is simple: As long as you're keeping things simple, sponsoring will happen.**

The brand new "My Premier Boutique" is amazing, and one thing that makes it amazing to me and my Jewelers is that it's a new National standard for simplicity. If your Jewelry Display takes you more than 15 minutes to set up, you're sacrificing relationship-building and simplicity for a complicated display. I get to shows 30 minutes early. My time is valuable and so is the time of every prospective Jeweler who might be watching me set up my display.

**Sponsoring is simple: It's opening your mouth and sharing what someone shared with you.**

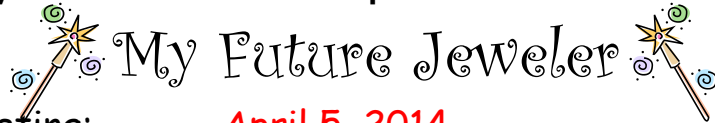
Be a good steward of what is already in your possession. VIP Information Cards (Guest Surveys) are like talents that have been entrusted with us...why would God give you another name when you haven't followed up on the one name you have been given? Don't omit anyone.

**Sponsoring is simple. It's mentoring others. (this will involve follow through)**

Difference between a Bunt and a Homerun = FOLLOW THROUGH. When someone shares Premier's earning opportunity without follow through, it's a sacrificial bunt. – You're setting someone else up for a Home Run.

**Mentoring is simply helping your Future/New jewelers face and respond to objections that you've faced!**

**Knowing this, I use this My Future Jeweler Form to explain Premier to someone interested in Premier.**



Day and Time of Meeting: April 5, 2014

Name: Susan Smith Spouse's Name: John Smith

Name(s) of Child(ren): Emma (9) and Jake (4)

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Birthday: \_\_\_\_\_

**When COST equals VALUE, people will BUY.** Realize that sponsoring is just like anything else and fits this very simple marketing formula. And when value exceeds cost = People BUY A LOT. However, many times the scale tips for prospective jewelers when you add the start-up cost. Solution? Add more value to their realistic scale. When the value to them of Premier's Opportunity equals the financial investment required, they will become jewelers. (Example: Money issue – If you went home and your air conditioning system is broke, are you find \$1200 to have air this summer for your family? If you won a porsche and had to come up with \$1200 for the tax by next Friday...would you do it?) Because of this principle, it's always best to start off an OP with this verbiage:

**My Future Jeweler's Personal Need:** \_\_\_\_\_

*Tell me about your need – what do you need for Premier to do for you? **\$200 per month***

**My Future Jeweler's Personal Dream:** \_\_\_\_\_

*What is your personal dream – not something you want to do for your kids/spouse, family, but YOUR dream? **Go to NYC***

**My Future Jeweler's Dream for Children/Family:** \_\_\_\_\_

*What is your dream for your children? **I would like for Emma to take ballet classes.***

The three answers above are your Future Jeweler's "hot value buttons". When you wrote her answers down in front of her, the value of Premier just exceeded any cost it takes to join Premier.

Now, that she knows the value, I want her to be encouraged with support and encouragement from not only me . . . but others BEFORE I EVEN SHARE PREMIER'S MARKETING PLAN:

*Susan, who do you know who might could help us should you decide to become a Jewelry Lady? It can be someone who you think might have you over to show the jewelry to her friends in person – or someone, whether local or out of state, who might help us by showing the catalogue and collecting orders if we send them a catalogue?*

# 10 People Who Can Help My Future Jeweler Get Started:

(Names of those who would book shows, help by showing the book and get orders if we send them a book)

Aunt Maria - she lives in Florida

BFF Elizabeth

John's mom - Louise

My mom - Julie

..... SHARE THE EARNING OPPORTUNITY .....

## How I shared the Earning Opportunity with My Future Jeweler: [Marketing Plan Brochure](#)

(Method used, such as Earning Information Call, Marketing Plan Brochure, etc.)

In the Marketing plan, the Jeweler's Reward Card has been explained, so after sharing Premier, I close with *What do you think – would you like to apply to become a Premier Jeweler?* Let her answer. Sometimes she's ready, and many times a future Jeweler of mine might not have a co-applicant and replies, "I don't have the money right now or the credit."

If this happens, don't stop mentoring!!! Ask your Future Jeweler, *Would you do it if you had the money to start?* Let her answer.

If she says "NO," then you know money is not an issue, so stop here on the form, and close the meeting with something like this *Wow, Susan - I know you'd be awesome, and I'm just super excited you have the information. You have to promise to let me know the minute you have a need that Premier could meet, because I want you on my TEAM!!! And if you know anyone who might need something like this, please refer them to me :)*

If she says "YES!" . . . continue on with the 4 BIG QUESTIONS that will help you and your prospective jeweler think outside of the box and come up with a way!!!!

### Q&A Regarding the Financial Investment:

*Susan, if I told you that it cost BLANK dollars to get started, what amount would that BLANK be for you to be able to get started now?* It doesn't matter how much the prospect says – she need to say some amount. She has to be able to give something to show commitment. After she says amount, then give ideas of where to come up with quick cash (count the change, roll coins, shoe boxes, even kids' piggy banks).

1) How much can you come up with? \$200 (bank account) + \$25 rolled coins = \$225

Next Say: *What do you have laying around your house, whether it be furniture, antiques, clothes or whatever you can think of that we might could put on Craig's List, Ebay, or even sell in a Garage sale?* Then give ideas (Sell your Gold – old boyfriend's jewelry, etc.). The point is that you are helping her think. It might be that you even need to go a step further and help her act. If she needs help, go over to her house and take pictures of what she wants to sell and put it on Craig's List or Ebay for her. You are not just her sponsor, you are her mentor. Mean what you say when you tell her that you'll do everything possible to help her start her Premier Business.

2) What can you sell? \$100 (treadmill) + \$200 (antique dresser in basement) = \$300

Next Say: *I'm serious when I say that I want to help you do whatever it takes to get started, so I want to know if there is anything you have that you don't need and that I might can purchase from you to help you pay for the start-up investment?* Then give ideas such as products from another direct sales business venture (Mary Kay, Avon, Tupperware, etc.) Some husbands have told their wives they can't begin Premier until they sell their products from the other company. Can you go into her basement and purchase (at her cost) \$100 in products to use this next Christmas as gifts? Your family is tired of getting Premier Jewelry from you for Christmas. Sponsor a Mary Kay girl and give them Mary Kay make up. You're not going to believe this, but right now I see \$200 checks floating above each of your heads. It won't land in your laps until you leave here and sponsor someone and train them. Are you okay with using \$100 of that check toward helping someone join your Premier Family? You might even end up with a exercise bike that you need to be riding anyway.

### 3) What can I buy? \$100 (exercise bike)

Next Say: *Who can you think of who will help us raise funds to get you started. Do you have any friends/family who can loan you \$50 - \$100? Maybe your mom or John's mom – could each of them loan you \$50? After your first two shows, you can pay them back!*

Let her think and respond . . . then move on with this . . .

*What about friends or relatives in other states? We could mail them a catalogue and a personalized letter from you that explains how you're starting a new business and asks them to help by showing the book and collecting orders. I'm thinking this will be perfect for your Aunt Maria in Florida! Here's what the letter will say:*

*Dear Aunt Maria:*

*I am so excited, because I'm starting my new business with Premier Designs High Fashion Jewelry, and I would love it if you can help me out. By sharing the enclosed catalog with your friends and co-workers and gathering orders over the next week, you will be helping me launch my brand new business, as I will receive 50% of all retail sales to help me get started! My goal is to have all orders collected by Friday, April 11<sup>th</sup> so that I can get everyone's jewelry to them in a timely manner. The orders come in fast, within 2 weeks, so payment must be collected up front.*

*I am sure you will see many items you love in this catalog! I have been very impressed with Premier's quality and price! All of the items are backed by a great guarantee against manufacturing defects, and every piece looks even better in person!*

*Since I am raising the money and earning all the profits to help me become a jeweler myself, payment for these orders can be made by personal checks made payable to Misti Bartlett, my sponsor and mentor in Premier. Remember to add \$4.00 for shipping and handling (per person ordering) before you add your own sales tax.*

*Please know that any orders are GREATLY appreciated! If you have any questions, please feel free to call me.*

*Sincerely,  
Susan Smith, Your Soon-to-be Premier Designs Jewelry Lady :)*

### 4) Who can help us? \$50 (loan John's mom) + \$50 (loan Susan's mom) + \$100 (Aunt Maria) = \$200

*You've helped your future Jeweler come up with \$825. Since you're planning to mentor her as a New Jeweler and since there are 2 sides of our business that will help her become successful, now it's time to schedule her Training Show (to train her on how to do a jewelry show) and a Java & Jewelry show (to train her on how to share Premier's earning opportunity). Schedule them 3-4 weeks out (so she can have time to get all money together to sign up) and make sure the Training Show and Java & Jewelry are both during her first week of business.*

**Training Show Date:** Tuesday, May 6<sup>th</sup>, 6:30pm **Java & Jewelry Date:** Thursday, May 8<sup>th</sup>, 6:30pm

*At her training show, you present the show, but she gets all the profit, the free jewelry benefits, and she gets all the shows you work hard to schedule on her calendar at that show.*

### *At her Java & Jewelry,*

- It may be held at any location (her home, your home, Starbucks, etc)
- Sponsor will briefly share Premier's Earning Opportunity (15 minutes)
- New Jeweler will demonstrate her "Top 5" Favorite Necklaces
- Discounts will be offered to attending Guests for coming to hear how Susan's business will work.
  - Example: Guests can purchase any of Susan's top 5 necklaces at 50% off, and receive 20% off any additional items they wish to purchase at the show.
- With a minimum of \$100 in retail sales, you can hold a mystery hostess ticket drawing. (Tickets given for each item purchased, 3 tickets for every show scheduled, etc). *Java & Jewelry* may count as a Jewelry Show in this case – so This can be New Jeweler's first Quick Start Show :)

Just imagine: At each show – TS & J&J - you are going to help her schedule shows and look for Future Jewelers. By scheduling and explaining these shows, you are showing your New Jeweler that the mentoring won't stop once she joins Premier. You're going to help her get off the ground so she can fly with wings of an eagle :)

Between the time you share and that training show . . . PRAY for your Future Jeweler – pray the Prayer of Jabez over her.

### **Prayer for My Future Jeweler:**

*Dear God, please bless my Future Jeweler. Enlarge my Future Jeweler's territory. Keep Your hand with my Future Jeweler, and keep my Future Jeweler from evil and negativity so that she/he is not grieved!*

### **Okay – you're all excited and ready to sponsor. Set a personal goal to leave here today with this knowledge and sponsor 7!!!**

Remember, you need to share to sponsor, so here are 7 lists I want you to make of people you can share with:

#### YOUR LISTS:

- 1) Your 10 best friends who are not Premier Jewelers.
- 2) Your 10 closest female relatives over age 18 and under 87.
- 3) Your 10 best hostesses.
- 4) 10 Activities you are associated with (Bunco, Church, Mom's Groups, Jazzercise, Kids' sports, etc).
- 5) Your guest surveys from past 12 months.
- 6) Your home & cell phone contacts.
- 7) Your Facebook Friends.

You have my permission to sponsor only 1 person from each list until you reach your goal of 7. When you've done that, you'll promote to Designer or you'll make Designer Circle, so consider your \$500 gift certificate from Premier, new charm, your 2% Designer commission bonus, and next year's amazing vacation from Premier – personal gifts from Misti Bartlett to you :)

### **Sponsoring is simple.**