

Nashville Rally – Sponsoring with Melissa Stubblefield

How many of you have already Texted, tweeted, snap chat, or posted on FB the new jewelry? I am convinced more than ever that women have NO trouble sharing. Let's take Fb for instance. Women post their good times, their bad times, they post pictures of their kids, pets, and parents. The newest craze is ladies posting their "weight loss" journey. As jewelers we post, jewelry combinations, Fashion tips, and style show information, but why is it when we are to share about our business, we clam up?

There are a lot's of reasons why women do not share. I am just going to go over a few.

First one is fear.....some ladies are truly afraid....You hate talking in front of people. The most common fear is, the fear of how one is appeared. Fear of looking pushy, fear of your prospect not having the money to start, fear of not knowing enough about your company, fear of not being able to help someone get their investment back.

Time is another one. Some women feel like they don't have time to add a sponsoring activity to your show, you do not have time to follow up with prospects, you don't have time to invest in your new jeweler.

Well, let me share why I think you should SHARE the sparkle.

Jewelers need to work SMARTER and not harder.

This is what I decided to do. I decided to duplicate myself. I would love to do 20 shows a month. But there is no way that I can physically do that. At the time I started, we had 1 car, my husband worked nights, and we had 5 children, middle school age and younger. So I knew the money I needed to make that would make a huge impact in our life, I would have you duplicate myself. So I decided to be INTENTIONAL.

Intentional in Mastering my sponsoring activity and intentional in sharing with others personally. Even if you do not want to sponsor, please consider sharing...WHY? Premier may not be a lifeboat for you, but it could be for someone else. Work out a deal with your upline and pass that prospect to them if you're not willing to share. It is all about helping women.

So where should you start if you want to be INTENTIONAL with sharing? Start at the show

So I found a system that is simple and duplicable. You can do this at your show/OP's/ one on ones/ BINGOS If you are fearful of speaking, fearful on giving too much or not enough information, worried about taking too much time to share? I have the SIMPLE solution!!!

THE SPONSORING FLIPCHART

You will need the Sponsoring Flip chart, from Penny Lacey .com, under sponsoring tools.

You will need a survey

You will need DIVA \$\$\$

Then I demo the flip chart, the 10.10.10 with my Diva Money and follow up with the survey.

Then I explain that their work has just begun. That I follow up in 24 hours. FORTUNE is in the FOLLOW UP

I make a pre made text on RED STAMP and I send it to every lady that has a slight interest in Premier. This is what it say...

“ Thank you for your interest in Premier. Here is the short video (any OP video you want) on what I do. If you send me a text in the next 3 days on what you LIKED about the video, you will get a gift from me. Also, after watching the video, if you want to try for the Premier card, here is my link. There is NO OBLIGATION if you get approved. Can’t wait to hear back from you.”

Then once they tell me what they liked, I call them.

Now, IF you really want to help someone get into Premier, there will be Objections. This is just part of what we do. Don't be defensive. Listen and solve.

Do you know it takes the average person 4-6 exposures to a DS company before someone will join? Some take 15, even 50 exposures, before they join a DS company. This info is from Eric Worre (GO PRO book) So, Do not be discouraged if they do not join immediately.it is part of the process. Just be INTENTIONAL , and keep exposing them to Premier.

So what are some top objections?

FEAR - let her know that you have a system and you will be there to help her, as long as she allows you to.

MONEY -Have her try for the Premier card, if her credit has seen better days, then get a co signer. Suggest....Raising the limit on a current cc, yard sale, FB yard sale, “WORK IT SHOW” we do a show and get up enough orders and the jeweler donates the \$\$\$ toward the \$395 plus tax. then do your TS 30 days later. Then you will need to help her pick jewelry that she can “teach combos” with from her “ work it” and TS show.

TIME - since Premier is allowing is to be so flexible and we have no quotas, time should not be an issue. I always start with this “can you do something every other month? Can you do something every 3 months? Then you do HAVE TIME to do Premier.....

So first step in being INTENTIONAL in sharing...Get your flip chart, surveys, diva money and start making a commitment to share personally and on social media! You never know who needs a “SPARKLE” in their life.