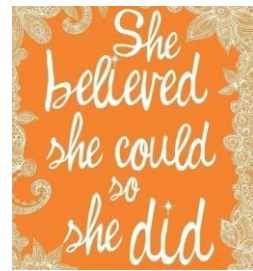


PERSONAL SHOWS

There are four key areas where jewelers and leaders especially, need to be equally balanced! The ***first*** is consistently holding home shows! Are you holding as many ***good, quality*** home shows as you desire? If not, what is preventing you? Be honest with yourself! Use these trouble shooting questions to assess your personal business and to also help you effectively lead your team. As a leader we must be able to teach our teams to book and consistently hold home shows!



‘—’ Not confident in this area

‘+/-’ I can do with effort but I’m not confident

‘+’ I so got this!

Do You . . . (in no particular order)

- ___ Use Want a Show, Do a Row Handout? (great system to track your contacts)
- ___ Make customer care contacts with adv orders, booking referrals, maybe-laters, & life-style prospective hostesses?
- ___ Role play your verbiage and how you sound on the phone?
- ___ Know how to respond to common booking objections?
- ___ Compliment other women on their jewelry and respond effectively to the compliment of your jewelry, offer to send them a catalog or refer them to your webpage to use a coupon, and then call them within 48 hours to see if they want to redeem their coupon?
- ___ Dress like a professional Jewelry Stylist? Can they tell who the jewelry lady is when they walk in the room? Do they want to look like you...put-together and fashionable?
- ___ Wear dynamic jewelry ensembles (including multiple bracelets) at your shows and when you are out and about?

Do You ... (at your home show)

- ___ Use the Simple Letter Show? (The Danielle Smith show on youtube [*Premier Rockstars – Gardendale Training.*](#))
- ___ Have past jewelers at your show share how much jewelry she earned at her show?
- ___ Use an enticing, effective booking activity at every home show? (part of the simple letter show)
- ___ Show how much jewelry a hostess receives using ‘booking with boxes’ or by ‘draping the jewelry’?
- ___ Secure a date for your new show ***when*** a hostess books (It’s not a show if you don’t have a date)?
- ___ Have an effective customer checkout area?
- ___ Close out your shows promptly with added retail and bookings?

Do you: ... (with your hostesses)

- ___ Hostess coach each hostess. The work you do BEFORE your show is as important if not more so than the actual show!
- ___ Use a variety of social media to hostess coach, do invitations, reminders, and send thank you notes?
- ___ Have your hostess send a 'SAVE the DATE' text, email, fb invite to 10 friends the day she books! Red Stamp is a great tool in addition to the Premier Webpage to help with cute/classy invites!
- ___ Get a short invitation list (with addresses) of guests who don't use social media and/or are "special" people who deserve a cute old fashion snail mail invite!
- ___ Put the 2 hostess bonus cards in her packet, the mail or in a text to create the desire to win both?
- ___ Give each hostess 2 catalogs (one to keep with her and one to pass around)? Make sure your hostess understands how to use your online catalog to increase her sales. Teach her (with verbiage) how to get pre-sales.
- ___ Offer your hostess an incentive for getting \$300 in pre-sales.
- ___ Make sure your hostess over invites and invites from different groups of friends with different forms of social media. It is still important to encourage your hostess to have 10 guests in attendance!
- ___ Send your hostess a reminder text/email or Red Stamp card to send to her guests?
- ___ Contact every hostess two days before her show to continue encouraging her to get \$100 in advanced orders and at least one booking? This is usually when she is discouraged that some friends aren't attending. This contact can save a show!

Do you or a jeweler you are helping have LOW RETAIL? Realize that holding *You and 2's* and other creative selling events may lower your retail. That's OK! When thinking about low retail analyze your average ticket sale per customer.

Do you: ...

- ___ Offer customers a gift with purchase?
- ___ Work the table during shop time and add items at your checkout with each guest?
- ___ Offer credit card services at every home show?
- ___ Do a short but complete presentation (30 minutes or less, as ladies are busy)?
- ___ Show 5-6 statement, versatile, high-end necklaces and corresponding items?
- ___ Have Premier's top selling items for the current season on your table?
- ___ Create and show the need for jewelry? (Ex: show guests that earrings the size of a nickel take 10 lbs off and bold jewelry gets attention from your thighs to your eyes)
- ___ Watch and implement ideas from Premier's top retailers. Premier emails these monthly and puts them on the website!