

# Troubleshooting

## I. LOW RETAIL?

### Do you:

- Hostess Coach Each Hostess (teaching a hostess how to have a successful show is critical).**
- Give each hostess 2 catalogs (one to keep with her and one to pass around)?**
- Offer a free petite tennis bracelet(or some incentive) to all who place a \$50?**
- Mail Invitations (40 names or more)?**
- Make reminder calls for your hostess?**
- Call every hostess two days before her show to encourage her to get \$100 in advanced orders and at least one booking?**
- Offer credit cards services at every home show?**
- Do a short presentation (25 minutes or less)?**
- Display matching pieces together on your jewelry table?**
- Have the top sellers from the Family Update on your table?**
- Highlight the versatility of jewelry (extending, framing, twisting necklaces, and layering)?**
- Create the need for jewelry? Tell guests that earrings the size of a nickel takes 10 lbs. off your body frame and bold jewelry gets attention on your eyes and off your thighs?**

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## II. Low/No BOOKINGS?

### Do You/Have You . . .

- \_\_\_ Do a row on “Want a Show? Do a Row” weekly?
- \_\_\_ Use an enticing booking activity at every home show?
- \_\_\_ Show how much jewelry a hostess receives via the hostess plan & drape the jewelry?
- \_\_\_ Secure a date for the show and for home hostess coaching when a hostess books?
- \_\_\_ Get the invitation list within 3 days of hostess booking the show-this secures your show!!!
- \_\_\_ Use a copy of the invitation list to prompt your hostess for booking referrals?
- \_\_\_ Call advanced orders, booking referrals, maybe later, & life-style prospects?
- \_\_\_ Role play how to sound on the phone with Sponsor?
- \_\_\_ Have the comebacks to common objections in the Jeweler Handbook memorized (page 10)?
- \_\_\_ Do you compliment other women on their jewelry, offer to send them a catalog, and then call them within 48 hours to offer FREE jewelry?
- \_\_\_ Do you always wear big, bold jewelry in public?

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## III. Low/No SPONSORING?

### Do YOU:

\_\_\_ Know how to overcome the most common sponsoring objections found on page 16 of the Jeweler Handbook?

\_\_\_ Do a mini one-on-one with every hostess after hostess coaching her?

#### At the home show:

\_\_\_ Read the 2+2+2 flip chart to hostess & guests who want to hear more about Premier.

\_\_\_ Use “My Last 10 Home Shows” or “My First 6 Home Shows” during presentation to demonstrate potential profit?

\_\_\_ Tell them how much they could make an hour, month, and year based on 1 and then 2 home shows per week?

\_\_\_ Give information to women you like (regardless of their interest) & follow up within 48 hours asking to share more information?

\_\_\_ Have a system (e-mail tree or notebook) to help you follow through/follow up with every prospect monthly until a decision is made?

#### At the Opportunity Presentation:

\_\_\_ Feel confident sharing the Marketing Plan?

\_\_\_ Know the 13 ways to come up with the initial investment?

\_\_\_ Understand the Premier Card financing plan for the initial investment (\$0 down and to be approved a candidate must be at least 25, employed, have a major credit card, and not be in credit counseling)?

\_\_\_ Set a date for their training show?

\_\_\_ Offer \$50 or \$100 to those who sign within 48 hours of hearing the opportunity?

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## IV. NO/LITTLE TEAM GROWTH?:

Do YOU:

- \_\_\_\_\_ **Maintain daily, weekly, monthly & yearly consistency with the shows & Opportunity Presentations you do (To build a team, 6 shows & 3 O.P.s per month will get you in front of enough people to promote to and maintain designer.).**
- \_\_\_\_\_ **Make Jeweler Care Calls to ensure your Premier children are getting the shows & O.P.s they want?**
- \_\_\_\_\_ **Call to remind jewelers to attend monthly trainings with you?**
- \_\_\_\_\_ **Offer individual contests/incentives to encourage jewelers to work?**
- \_\_\_\_\_ **Give monthly recognition to performers?**