



KEY: PERSONAL SPONSORING There are four key areas where leaders need to be equally balanced! The second is consistently sharing Premier and adding first levels to your team. How many jewelers have you added to your team in the last year? What was your goal? Use these trouble shooting questions to assess your personal sponsoring and to also help you effectively lead your team. As a leader we must be able to teach our teams to share Premier and consistently sponsor.

- ‘—’ Not confident in this area ‘+/-’ I can do with effort but I’m not confident ‘+’ I so got this!
- All items in red are possible “helps” when a line item is answered with a ‘-’ or ‘+/-’. All handouts mentioned are on www.MitchellGems.com
ID: Mitchell pw: Gems
- ___ Meet your personal business goals each month? (You may not believe that you can help someone else meet theirs)
- ___ Have passion and excitement about what you have to offer?
- ___ Know how to overcome the most common sponsoring objections? **Handout under the sponsoring tab and in Handbook**
- ___ Share Premier with every hostess? At a minimum do you ask her to listen to the op call & follow up? **Be ready to give specific verbiage to help your jeweler. Ask your jeweler “How do you feel about saying that?”**
- ___ Know how to get referrals from people you talk to if they aren’t interested?
- ___ Have a system to help you follow up with every prospect monthly until a decision is made?
- ___ Share with your family and friends regardless of their interest level so that you have a strong referral base?
- ___ Invite guests to attend the monthly trainings? **Have invites your jewelers can send out for your monthly trainings – share the plan at everything you do!**
- ___ Watch and implement ideas from Premier’s top Sponsors each month?

At the home show:

- ___ Know how to ask productive questions during chit chat, especially before the show starts?
- ___ Start your show with an open invitation to join your company; to watch what you do?
- ___ Listen for needs and focus on the guests?
- ___ Ask the guests what they would do with an extra \$1000 not just once but every month during introductions and then follow up later with why you asked?
- ___ Have a great sponsoring talk (Before Premier I, Because of Premier, I tell you this because....) **First, do you have one? Then, help your jeweler write out and say out loud her sponsoring talk! Handout under Sponsoring Tab**
- ___ Do an effective sponsoring activity like using the money and demonstrating a month’s income as on Danielle Smith’s simple letter show? **Also video of Terri Keath under the Home show ideas tab**
- ___ Use “My Last 10 Home Shows” or “My First 6 Home Shows” during presentation or refer to in your folder to demonstrate potential profit? **Can get this off Hood and House**
- ___ Use a guest survey or order form to see what their initial curiosity level is?
- ___ Offer every guest an opportunity to listen to the pre-recorded op call within 24 hours of the show? **Make sure you have pre-printed flyers/cards that can be used. There are many call options! They don’t have to be fancy! Give an incentive to listen quick!**
- ___ Set aside a space for checkout so you can have a private conversation about the sharing the opportunity?

At the Opportunity Presentation:

- ___ Feel confident sharing the Marketing Plan?
- ___ Do you use Premier's full Marketing Plan brochure & leave with prospect?
- ___ Role play with your upline/sideline? Know if you talk or listen enough or too much?
- ___ Ask questions and listen to find her need for Premier so you can tailor your presentation to her?
- ___ Know creative ways to come up with the initial cost?
- ___ Understand the Jeweler Reward Card financing plan for the initial cost?
- ___ Ask questions and overcome as many objections as you can while you are with her?
- ___ Offer an incentive to those who sign within 48 hours of hearing the opportunity?
- ___ Do you know how to close well? **Handout under the sponsoring tab Highly Effective Ways to Close**
- ___ Know what the next step is?
- ___ Do you know how to follow up within 24 hours?