Premier Designs
HIGH FASHION JEWELRY

BIG MONEY!

Ask the guests at the Home Show to think of a monthly bill that they would like to eliminate or significantly reduce; then, ask for a volunteer to help you with the demonstration. Explain that "Susan" has decided that she needs to make some extra money. "Susan" has decided to become a Premier Designs Jeweler. However, "Susan" is incredibly busy and only has six nights out of the entire month that she can devote to a part-time job. Tell the guests that you can't guarantee "Susan" an hourly wage, but you can guarantee that she'll make **50% GROSS PROFIT** of everything that she sells.

Week 1 – "Susan" did two Home Shows during the first week of the month. Her first show was an average **$400** show. How much money did she make?
(Let the guests answer.)

Remember that "Susan" gets paid each time she does a Home Show, so here's her **$200.**
(Present her with the money.)

Her second show was a **$300** Home Show. How much money did she make? Right! So, she made **$150** that evening. (Present her with the money.)

You will continue to walk the guests through the rest of "Susan's" month.

Week 2 – "Susan" was very busy, so she only had time for one Home Show.
$400 Home Show = **$200** profit

Week 3 – Two Shows
$300 Home Show = **$150** profit
$400 Home Show = **$200** profit

Week 4 – "Susan" was too busy that week to hold a Home Show, but she did get together with some friends and family for dinner. She passed around a catalog and her friends and family ordered **$200** worth of jewelry. How much did "Susan" make?
(Present her with the **$100.**)

Ask "Susan" to count her money. While she is counting the money, ask the guests to think back to that household bill that they would like to eliminate or reduce. Have "Susan" announce how much money she made in only six night's work… **$1,000!** Ask the guests if that would put a dent in that bill they were thinking of!

Explain to guests that you were using 6 Home Shows a month as an example. Jewelers can do as many or as few shows as they want. With Premier… there are no retail quotas.