



Jewelry Show Outline

SHOW STARTS

“Okay girls, before we get started, I want a quick show of hands. How many of you have never been to a Premier Designs Jewelry Show before?”

Let me tell you what’s going to happen. This is about fun, fashion, jewelry, and I’m even going to talk about how to make some money!”

- *“Throughout the show, we are going to play a game and walk through this survey.”*
 - Explain the Purse Game.
 - Pass out the Survey and say, *“Put this survey down for right now, because you will want your hands free in order to play the Purse Game.”*

W – WELCOME

- Introduce Guests.
- Introduce Self.
- Thank Hostess – Present the Hostess with the piece of jewelry/gift that she chose at the previous show for playing the Play or Pass game. Have the guests write the Hostess’ name down on the top of the survey and have them put it away.

F – FASHION & FIRST IMPRESSIONS

“Did you know that in the first 30 seconds of meeting you, a person will form over a dozen assumptions about you strictly based on your appearance?”

“Hair! Make-up! Jewelry! These are the three key elements to a polished look! Let me show you!”

- Take off and describe the jewelry that you are wearing.
- *“The jewelry makes a huge difference in my appearance doesn’t it? Your jewelry will take you from being dressed to well-dressed!”*

J – JEWELRY

“I’ve shown you my jewelry, now let me show you some more of our fashion jewelry.”

- Model and pass around jewelry ensembles.
- Cover Golden Guarantee.

H – HOSTESS PLAN

“Ladies, now that you have seen our beautiful jewelry, let me show you how you can get it for FREE! You are not going to believe how much free jewelry Premier gives you when you have a show!”

DROP THE POSTERS

- *“You are going to get 30% of whatever we sell at your show in FREE JEWELRY — an average Hostess in Premier earns well over \$100 in FREE JEWELRY!”*
- *“You may purchase up to 8 items at ½ price! I don’t know about you, but when I go to a store, the first thing I look for is the 50% off rack!”*
- *“You can earn up to four \$25 bonuses, which is another \$100 in FREE JEWELRY!”*

“NOW, WE ARE GOING TO PLAY A GAME!”

- **“I’m going to walk around with my bag/basket and each of you is going to take a box to hold on to. Don’t open your box!”**

— Walk around to each guest and let them take a box.

- **“We have three featured items tonight! If you play the game, you are guaranteed to win one of the three featured items!”**

Key — You have to totally describe the three featured items! Sell the sizzle!

“I’m going to come around and ask you if you want to play! It’s okay if you don’t – just hand me back your box. It just means that you won’t get a free piece of jewelry. If you play, hold on to your box. You’re going to get the free piece of jewelry. You are the REALLY BIG WINNER because not only will you receive the free featured item, but also I will be coming to your home or workplace to have fun with your friends, and you’ll earn even more FREE JEWELRY!”

- **“Would you like to play?”** If they say “No” or “I’m not sure,” go back to them later and ask them if they’ve decided yet, but keep moving around to each guest!
- Then when you have your guests who want to play, say, **“Everyone open up your box! You get to choose which of the three featured items you would like for me to bring to your show!”**
- Walk them through #2 on the survey, **“If you played my game, then check ‘Yes.’ If you think you might want to have a show, but you just don’t know when, check ‘Later.’ We’ll compare calendars before you leave to find a time that will work best with your schedule.”**

B – BUSINESS

“I’ve shown you the jewelry. I’ve shown you how you can get it for free. Now, I want to tell you a little bit about my business. Even if you aren’t interested, you may know of someone that is.”

- SPONSORING ACTIVITY (Ask It Basket or Big Money).

“I have brought with me some Information Packets so you can read and learn more about this business in the comfort of your own home. If you would like one, please let me know on your survey, so I’ll remember to give you one.”

CLOSE THE SHOW:

- Have guests fill out the rest of the survey.
- Offer incentives for completed survey (drawing, ticket, etc.).
- Pass out order forms and catalogs.
- Explain the payment methods and any retail incentives you may be running.
- At check-out, get the shows booked on your calendar and pass out the information packets (ask them when you can call in the next couple of days to go over the information with them.)