



CHECKLIST FOR A NEW JEWELER

TO BUY or COLLECT

(You may have these things at home.)

1. Display cloth – 3 ½ yards x 60" panne crushed velour cream or black
2. Display “necks” or something to display the jewelry
3. Pack of blank white labels – 30 to a sheet and one for 80 to a sheet
4. Small safety pins in gold and/or silver or black
5. Manila folders for filing
6. One or two small mirrors and one large full-length mirror (\$6.00 at Wal-Mart) (optional)
7. Decorative folders with pockets 15-20 for the show. These will hold guest survey, customer receipts and your business card
8. Incentive and prize items
 - Tennis Bracelets, charm bracelets
 - Totes and scarves for the PLAY game
 - Small prizes for drawings – polishing clothes, key chains, etc.
9. Fifteen – 20 pens in some cute bag or container
10. Empty gift bag or tote bag to hold boxes for the PLAY game.
11. Calculator
12. Money bag with small amount of change and dollar bills
13. Show folder. “Show Outline,” picture of young girl with necklace, sample of invitation, extra guest surveys, Big Money, etc. Anything you want to have handy at each and every show.
14. Briefcase or carry case – Hobby Lobby, Michaels (1/2 off sale) The rolling style is helpful.
15. Small postage or kitchen scale for Replacement/Exchanges. (Print the USPS postage chart from www.USPS.com and just mail things from home.)
16. An assortment of different sized envelopes

TO DO

1. Tag jewelry with labels from kit (or from Hood and House program)
2. Print the “You’re the Big Winner” notes. Cut them out and place them into 15 boxes for the Play game. You will use the same ones for each show.
3. Get your guest folders, Hostess packets, sponsoring packets ready
4. Print money for the Purse Game. From the Terrell’s website, then copied on green paper.
5. Order business cards, labels, stamp, set up separate checking account

ORDERING BUSINESS SUPPLIES

1. Hood and House software program
2. ProPay

HOW TO ORDER:

www.premierdesigns.com >Jeweler Resources
>Business Links >Choose the site

3. Basic Supplies/Marketing Tools
 - Catalogs
 - Customer receipts
 - Jewelry tags and cards
 - Hostess packets
 - Sponsoring forms/sponsoring packets
 - Marketing plan brochures
 - Opportunity brochures
 - “Want to be a stay-at-home mom?” booklet
 - “Financial Freedom” booklet

HOW TO ORDER:

www.premierdesigns.com >Ordering/Products
>Online Order >Serve-Us-Store

4. Incentives/Gifts (on-line)

Tote bags, tennis bracelets, charm bracelets, stationery, animal print bags, jeweler supplies and more

HOW TO ORDER:

www.premierdesigns.com >Jeweler Resources >
Business Links >Premier Incentives

5. Incentives/Gifts (in Houston)

Tote bags, polishing cloths, wallets, purses, scarves and more jeweler supplies

HOW TO ORDER:

Precious Collections
8000 Harwin Blvd.
Houston, TX 77036
713-339-1144
Sam or Jasmine

6. Miscellaneous Business Items

- Hand stamp for customer receipts
- Labels (can also order from Vistaprint.com)
- Business cards (can also order from Vistaprint.com or Premier Incentives)

HOW TO ORDER:

www.premierdesigns.com >Jeweler Resources
>Business Links >Town and Country Printing

7. Shopping Spree Animal Print Gift Cards

HOW TO ORDER:

www.4jewelersonly.com
password: "ssandy"
Handouts >Sponsoring >Info on how to order the guilt free shopping spree gift cards

8. Showcases - Showcases and clip-on lights – optional

HOW TO ORDER:

www.Showcasetogo.com

9. Personal checks

HOW TO ORDER:

Your bank or
www.checkworks.com

10. "Mandy" (mannequin)

HOW TO ORDER:

www.howmayiserveyou.com>Links and Resources
or
www.homeshowstationery.com
or
Premier Incentives >Jewelry Display >"Amy"

YOU SHOULD RECEIVE FROM YOUR SPONSOR

(either hard copy or sent to computer)

- New Jeweler folder (purple folder)
- Hostess Benefits Sheet
- Revised, longer version of Show Outline
- "Efficient and Effective Hostess Coaching" (Julie Miller)
- "Your Premier Start" – Terrells' website
- Tax info – Terrells' website
- Business information packet
- Hostess Packet
- Laminated picture of Young girl with bold necklace
- Hostess Letter (WooHoo letter)
- Invitation Examples
- Hostess Information cover sheet (2 versions)
- You are the Big Winner cut-out sheet
- Basic Jewelry Techniques (Tandy Flynn)
- Basic Home Show modeling outline (modeling with President's package and a little more – two versions)
- Terrells' website also has an updated version of the President's Package modeling suggestions in the New Jeweler Info tab.

PROCEDURES

NEW HOSTESS:

Fill out a Hostess Info sheet/Hostess Checklist form for every new Hostess.

Either put it along with her Guest Survey in a manila folder or print out the form on a full size sheet label and place on the front of the folder with the Guest Survey in the folder and file it by date of the upcoming show.

Within two days after you book a new show, send your Hostess the "Hostess letter" or "WooHoo Letter" with her name information typed in. This will help her to take the show seriously.

Mark on the Info sheet that you have sent her the Hostess letter, and fill in the sheet as you do the activities described.

INVITATIONS:

Should go out between two weeks to 10 days before the event.

Most hostesses want to e-mail their invitations. Thus, create a generic invitation, input the Hostess' personal information in each one as needed, and send via e-mail to the Hostess.

If the Hostess wants a printed copy that is mailed, then do the same, print and mail them.

You will need to receive her guest list at least three weeks before the show.

THANK YOU AND HOSTESS RECEIPT:

As soon as you close the show, send the Hostess a "Thank you" note.

Include her final Hostess receipt plus a copy of any receipts that were from orders taken after the show (so they would not have received a receipt.) These are printed from the Hood and House program.

FOLLOW UP:

1. Hostess

Always call the Hostess to see that the jewelry came in and that she is happy with it. Tell her to contact you immediately with any problems.

When you talk to the Hostess on the phone, if she didn't re-book at her show, say something like:

"Susie, you can see how easy it was for you to do this show, to have fun with your friends, and to get all this jewelry. You know, we get new jewelry added to the line about every six months. What do you think about doing another show when the new jewelry comes in? You already have a great guest list, and by that time, your attendees will want to come again to see new things. What does _____ look like for you? Could we just pencil in a date, and I'll send you a reminder to what we talked about?"

2. Guest Surveys

Divide up your guest surveys into two manila folders marked – Yes, Maybe

Call each person who ordered an item and make sure everything is fine. You can say something like:

If she said Maybe Later

"Sally, I want to make sure that you received the _____ and that everything is fine. I know you're going to get compliments on it, so be ready.

Now, I wanted you to know that Jenny thanks you for coming to her show, and she received almost _____ for just having me and a few of her friends over. At the time of her show you indicated that you could host a show 'Maybe later.' Can you tell me what that means for you?"

And then just listen to her and help direct her to a show in the future.

Or, if she marked "no," then you could say....

"At the time of her show, you indicated that you were not interested in hosting a show, but I just wanted to call to see if anything has changed."

And then wait. Let her answer. Don't fill in. Whatever she says will be fine. She may want to book a show. If not, ask her if she would be a referral for you and spread the word about how generous Premier is with giving out jewelry. Let her know that you are available anytime for her to change her mind about a show. Keep the lines open.

Ask if you can call her in six months with new jewelry information. Write that down on her Hostess form.

TO TAKE TO THE SHOW:

1. Rolling cart or large briefcase with

- Guest folders
 - Guest survey
 - Scratch paper
 - Order form
 - Business card
- Extra order forms
- Extra Guest surveys
- Calculator
- Name tags
- Money bag
 - Extra change
- Small bag of pens (15-20)
- Hostess packets (4-6)
- Sponsoring packets (10-15 in animal print bags)
- Catalogs
- "Play money" for purse game
- Jeweler Show Folder
 - Show outline – "cheat sheet"
 - Picture of Young girl with bold necklace

- Jeweler Show Folder *continued*
Big money
Copy of invitation
Several Hostess Benefits forms
Sponsoring pack in the leopard bag
- 1-2 Tote bags for prizes
- Posters
- Small bag with 15-20 jewelry boxes for Play game (the You're the Big Winner note is taped inside)
- Giveaways – a few small items, polishing cloths, key chains, etc.
- Tennis bracelets and charm bracelets for booking activity
- Calendar

2. Extra carry case or sturdy bag

- Tablecloth
- 2 Hand Mirrors
- Extension cords and lights (if applicable)

3. Jewelry Tote bag with jewelry (or showcases if you have them)

4. Optional

- Mandy
- Full-length mirror

REPLACEMENT/EXCHANGES

Go to the website and enter the replacement/exchange. The item will be sent within a couple of days to your customer.

You have 30 days to return the jewelry back to Premier or they will charge your card.

If the customer has the jewelry to be returned at her home, send her an envelope with Premier's address and sufficient postage for her to mail directly to Premier. Include the printed paperwork that must accompany the item when it reaches Premier. Let the customer know that it is on the way and give her instructions as to what to do with the envelope when it arrives.

If you have the defective jewelry to be returned, mail it to Premier in a bubble envelope with the appropriate paperwork inside.