

BOOKING SHOWS OVER THE TELEPHONE

WARM CALLS: “Hey, Mary this is _____ with Premier Designs Jewelry. I’m calling to line up my shows for early fall and I just wanted to know when a good time would be for YOU to have your show. I want to make sure you have one of the best options.”

COOL CALLS:

#1 “I know you expressed some interest in doing a Premier jewelry show with me. What do you think about doing one this fall?”

#2 “Thank you for coming to Mary’s show...I was wondering what you meant by “not now” which you checked on the Guest Survey? Fall is a great time for a show...”

#3 “I’m sorry that I did not get back with you sooner but I didn’t want you to think I had forgotten you. I would love to do a show with you. What do you think?...Fall is our best time for shows.”

WITH A FRIEND: Get to the point right away and say, “Mary, I am doing as many shows as I can this fall...is there any way you could pull a few friends together?”

WHO DO YOU KNOW SHEETS: “Hi, this is _____ with Premier Designs Jewelry and I don’t know if Betty has told you that she gave me your name but I just wanted to tell you about my jewelry and that my Hostesses usually receive \$100-\$200 in FREE jewelry! Do you like jewelry? Maybe that’s why she gave me your name...”

OVERCOMING OBJECTIONS

“I’m just too busy!”: Our business was designed for busy people like you! It takes so much less time to shop at home rather than to walk around the malls! We call our way of selling the “Royal Way to Shop”. Years ago, Royalty had everything sent in so they did not have to leave the house! It’s so much easier to shop from your seat instead of your feet!”

“I don’t know enough people...” “It doesn’t take a lot of people to have a good show. Just a few friends, encouraged to bring a friend or two with them...and you can have a GREAT SHOW!”

“I don’t want to impose on my friends...” “This is a wonderful way to get together with friends you don’t see very often. There is never any pressure applied to book shows or buy. The jewelry will sell itself. All you do is invite the people and they will be glad they came!”

“My home is just too small...” “We don’t need very much space! Have you ever noticed how women will go where there is a crowd around a clothing display?? Smaller rooms can raise a level of excitement at your show!”

“I only buy the real thing!” “High Fashion Jewelry is the ‘in’ thing today! It is 75% of the jewelry market! This is not meant to replace your precious jewelry, but to be worn as an addition. Even ladies that can afford real gold diamonds will wear high fashion to “accessorize” their outfit!”