Detailed Show Format Outline

*Show Starts*

* Introduce yourself and thank hostess. Present gift.
* Pass out show folders and mini-purses.
* Give ticket – **“Fill out top of Guest Survey. Make sure phone # is a good one, so I can get**

**in touch with you if I need to. When you’re done, hold your pen up, and I’ll give you a**

**ticket.”**

* Give ticket – ***“If you answer the following two questions, you will get a ticket.”*** (Have them

write the answer to the questions at the bottom of the guest survey.)

* 1. **If you opened your purse and it had an extra $1,000 in it, would you be able to use it?**
  2. **If you answered yes, in one or two words, how you would use it?**

*Fashion*

Discuss the fashion of the season and how having their own “Collection” of jewelry can totally bring their wardrobes up to date and stretch their clothing budgets.

* Show **The Collection** and share **Premier’s Golden Guarantee**.

*Introduce the Three Freeda’s*

***“There are three types of people that I see at all my shows, and I need three volunteers to show you the options available to you tonight.”*** Bring up three volunteers one at a time.

**First Freeda**

***“The first type of person that I meet at every show is a customer. This is someone who says, ‘I love this jewelry! And, I want this, this and this’…and she buys it! For example, (volunteer’s name) has found 3 pieces of jewelry that she loves.”*** Hand her 3 pieces of pre-selected jewelry. ***“And because \_\_\_\_\_\_ purchased 3 items tonight…guess what? She is going to take advantage of my customer special which is \_\_\_\_.”*** Then, say to the customer, ***“Are you Happy? Great…thank you for volunteering…here’s your ticket.”***

**Second Freeda**

***“Now, the next person that I meet at all shows is my hostess. This is the type of person who sees lots of pieces she loves & would love to create her own special “Collection.” Or maybe it’s someone who loves getting together with her girlfriends. You are not going to believe how much free jewelry a hostess will get just for having some friends over and letting me show my jewelry! We’re at an evening show tonight, but you can have a show during the day; you can have a show at your office…You can even have a show at a restaurant! Okay, I’m going to let you represent our hostesses out there, okay? Ready?”***

**…EXPLAIN HOSTESS BENEFITS**

***“Now, we’re going to pretend that her show is a $500 show. When a hostess holds a show, she will get 30% of her total show retail in Free Jewelry. Every piece of jewelry I hand her will represent $25 in free jewelry*** (Turn to hostess). ***So, when you hold a $500 show, you will receive $150 in Free Jewelry. All of this is YOUR free jewelry!! This is FABULOUS*!!”** (Drape 6 pieces of jewelry around her neck and arms.)

***“My hostesses also get to buy things at half price! Because her show was $500, she gets to buy up to 8 items at half price!!”*** (Drape more jewelry while counting out loud…1…2…3…)

***“So, there are your half priced items. Now… for doing 4 simple things, Premier is going to give you $25 more in free jewelry for each of those things you do!! The first bonus you’ll receive is $25 in jewelry just for saying ‘Hey Jewelry Lady, come to my house and do a show for my friends’ and then hold your original date!”*** (Hand a piece of jewelry after describing each bonus.)

***“You’ll receive $25 in free jewelry when you have 10 or more people in attendance that are 18 or older; you are also going to get $25 in free jewelry when 3 of your friends decide to have a show anytime in the future, and you’re ALSO going to get $25 in jewelry when you show that catalog around to the people that can’t come and you get at least $100 in advanced orders.”***

To the hostess, say, ***“Okay, so you’ve got 30% of your sales in free jewelry, you have bought 8 items at half price and then you get to earn up to another $100 in free jewelry for doing 4 simple things! Are you a happy hostess?”*** *(Then turn to guests).* ***“You, too, can earn your entire DREAM Collection, which is on average $200 - $300 in FREE jewelry!”*** *(Thank the volunteer, hand her a ticket, and have her take a seat.)*

***PRESENT THE BOOKING ACTIVITY.******“Now ladies, we’re going to play a game! I want to show you my three featured items for tonight. The first item is one of our gorgeous Swarovski petite tennis bracelets.*** (Sell the sizzle as you’re walking around showing each piece separately).  ***The next item is one of Premier’s very special charm bracelets. The third item is Premier’s fabulous charm ring. None of these items can be purchased.”***(Smile, and be personable and passionate!!)

***“Now that you’ve seen my featured items, I am going to walk around to each one of you and ask if you want to “play” and win your own personal COLLECTION for free by having your girlfriends over for a fun girl’s get-together. If you don’t want to play, it’s no big deal. Just put the purse back on my tray. If you do want to play, then you get to take home your purse tonight, and you are GUARANTEED to win one of those fabulous featured items which is listed inside the purse! Plus, you will also win all that FREE JEWELRY to create your own COLLECTION! And there’s also another drawing ticket inside the purse to add to our drawings tonight for fun prizes!”***

***“So, are you ready? I am going to walk around to see who wants to play.*** ***Would you like to play?”***

* If they say, *“I’m not sure”,* then tell them to just hang on to the purse…then go back to them later and ask if they’ve decided yet…before you finish the game. But keep moving around to each guest.
* Then when you have guests who want to play, say,***“Everyone open up your purse and read the fun note!*** (Pause) ***“Woohoo! You get to choose which of the three featured items you would like for me to bring to your show!”***
* Then walk everyone through #2 on their Guest Surveys and say, ***“If you played the game, then check ‘Yes” and write the featured item of your choice in the box below.” If you think you might want to have a show but you’re not sure, check ‘Later.” And if you know that you never ever in a million years want free jewelry…then check “No.”*** (Big Smile).

(If they said NO during the activity, just think ‘She is a processor…she needs more information. Be sure to chat with each person during checkout!! You need to figure out what her fear is. Maybe she doesn’t understand what’s in it for her or what’s expected of her. Maybe she has a personal issue she is dealing with. Maybe she is thinking about her kids’ schedule or her husband’s work schedule. Maybe she just doesn’t do the ‘show thing’. Remember, it has nothing to do with you. In fact, maybe she has enough money so she can just buy what she wants! And we need those people!!!)

Now, back to the Freedas.

**Third Freeda**

***“Okay, let’s meet the next person that comes to every one of my shows! This person is the Jewelry Lady! She’s the lady that sits there and says, “Wow…I love this jewelry! I would love to be able to wear it all the time. I would love to be able to get out and be around people…and you know what? I’d love to have some extra money! Now, I was talking with \_\_\_\_\_\_*** (volunteer) ***beforehand and she told me she works a full time job and has 3 boys that are all involved in sports…and it is getting expensive! So, she needs a little extra money right now to be able to pay for all that extra sporting stuff that these guys are doing. So, guess what? \_\_\_\_ has decided to be a Jewelry Lady just like me!!! Let’s pretend that \_\_\_\_ did a show that was $500.***(Point to the hostess you just draped jewelry on.)

**“*As the jeweler*, \_\_\_\_\_ *just made $250 cash for doing a show that only took a couple of hours.”***(Count out money…$50, $100, $150…)***“Every time she does a home show, it is like an ATM Machine…she gets cash in her pocket right then! And, she can also make money by helping other women start their own businesses.”*** Ask her, ***“Okay\_\_\_\_\_ are you happy?******Thank you for volunteering. Here’s your ticket; you can have a seat.***

***Now****,* ***quickly, I know that you may or may not have any interest in doing what I do, but you may not realize that Premier does not advertise at all. So, the only way someone can find out about us is through word of mouth. Since you are my customers here tonight, I would love for you to know just a little bit more about this business. I love referrals…and I can keep you in free jewelry for years just for sending people my way who might need extra income or a change in their lives.***

***I have 5 questions written on these cards, and just for reading a question you will get another ticket for one of our fabulous drawings! Who wants to read a question?”***

Let the guests select a question to ask. After the questions are answered say,

***“Well, let me tell you, we’ve got something really special coming up. It’s called Bracelet Night. A Bracelet Night is an evening where you get to hear a little more about how Premier works as a business. And, whether you are curious for yourself or for a friend or you’re just interested in receiving a fabulous free bracelet, I’d love for you to be my guest! When you check out tonight, just let me know if you’d like to come along with me to Bracelet Night. Also, I have these super cute information packets here for you to take home with you…either for yourself or for someone you know.*** (Review briefly what’s in your packet.) ***And the best part of all is, inside the packet is a Guilt-Free Shopping Spree card worth $25 in free jewelry, just for sitting down with me to hear more about how Premier works.”***

(Then have them go to question #3 on their Guest Surveys and check if they’d like to go home with an Information Packet, either for themselves or for someone they know, and also if they would like to attend a Bracelet Night or get together another time to hear more about Premier.)

*Closing the Show*

* Have them complete the remaining questions on Guest Surveys and give final tickets for completing and handing in to you.
* Do drawings and give prizes.
* Explain Retail Special(s) and payment options.
* Remind those who booked shows that they need to see you before they leave to pencil in a date and to receive their hostess packets and catalogs.

*Check Out Time*

* When a customer checks out, look at her guest survey to see if she wanted an information packet. If so, give her one and ask, ***“Now is this for yourself or for someone you know?”*** Either way, say***“I’d love for you to come to our Bracelet Night to be one of my referral centers or to hear about Premier for yourself. Not only will you get a bracelet that night, but you’ll also get to use your Guilt Free Shopping Spree card for $25 in Free Jewelry. Is this next date good for you?”*** Then, go from there based on what she says.
* If she did not request a packet, look at the bottom portion of the guest survey to see how she answered the questions. Say, ***“\_\_\_\_\_, I notice you said you could use an extra $1,000 a month because you’d really like to pay off those school loans.”*** Let her respond*.* Then say, ***“I totally get it; that can be expensive. If I could show you a way that you could have that money to pay off those school loans, would you be willing to sit down with me and let me just tell you about that?”*** If her response if YES, then say,***“I noticed there is a Starbucks*** (or whatever) ***right around the corner. I could meet you there Thursday morning this week or Friday night this week.”*** Then set the date!
* Always ask about Bracelet Night. ***“Would you like a reminder call about our Bracelet Night?”*** If she says yes...then write, **“YES, REMINDER CALL”** on the Guest Survey.

*Follow Up for Bracelet Night*

* Later, when making the reminder call, say, **“*I am giving you a reminder call for the Bracelet Night on \_\_\_\_\_\_\_\_. Remember, just for attending you will receive a beautiful new bracelet, and you can select any $25 item in our line for FREE!”***
* Have a spiral notebook and write her name, phone number and date that she is attending Bracelet Night. Do this for **EVERY SINGLE PERSON AT THE HOME SHOW!**
* The day before the Bracelet Night, call to say, ***“I just want to remind you that Bracelet Night is tomorrow night…just giving you a last minute call.”*** If for some reason the date does not work for her, say,***“No problem! Can I give you a reminder call about the one on the 23rd or the one on the 25th?”***Then move the name to the new list, or set up an individual 1-on-1. Always try to get the date penciled in right then.

