

Lifestyle Bookings / Overcoming Objections

*Nancy Schwartz
Cincinnati Summer Rally 2001*

- I) Preparation is Key!
- A) **Materials:** Carry catalog packets in your car at all times. Include a catalog, business card, hostess benefits (on bright paper) and possibly a flyer with a special incentive for anyone you meet to book a show. Always have plenty of business cards in your purse, and even a little notepad to record names and phone numbers.
- B) **Physical Appearance:** Have a polished, "pulled-together" look, even if it's casual. Make sure you have an updated hairstyle, make-up and are wearing fashionable clothing that highlights your jewelry (solid colors are best). Always wear some dynamite, attention getting Premier Designs jewelry!!
- C) **Attitude:** Attitude is everything! You must love our jewelry and believe that we have THE BEST hostess plan! Be approachable, friendly and conversational with others. Always look for an opportunity to talk about your jewelry business.
- D) **"Mini-Mercial":** Plan how you'll respond to people when they compliment your jewelry or ask you what you do. Following are some ideas on what to say to encourage bookings:
- 1) **"What Do You Do?"** - "I have my own jewelry business. Have you ever heard of Premier Designs? (No) Well, we carry a beautiful line of high fashion jewelry that we market through the home. I'm wearing some of the pieces in our collection. (It's beautiful) Thank-you. I really love what I do! I learn a lot about fashion and accessorizing in this business and I love to share it with ladies at my home shows! (Sounds like fun!) It's incredible, and it's amazing how much free jewelry my hostesses get, too...just for having a few friends over for a fun ladies night out!"
 - 2) **"I love that necklace you're wearing!"** - "Thank-you. I have a jewelry business and this is part of our collection. (What is the collection? Do you have a store?) No, it's Premier Designs, and we market through private showings in the home. Have you

ever heard of it?" Continue as in #1 above or incorporate some of these other key phrases:

- "My shows are so much fun! I share a lot of fashion and accessorizing tips at my shows and the ladies just love it!"
- "I think you would really enjoy hostessing a show. It's a great excuse for a ladies night out, and everyone loves to learn more about fashion and accessorizing!"
- "I would love to do a show for you! We would have so much fun together!"
- "You wouldn't believe all of the free jewelry you get just for having a show. My hostesses usually receive about \$____ in free jewelry! It's really easy to have a show, and I'll even send out the invitations for you!"

II) Make Comments To Elicit Interest!

- A) **Compliment Other People's Jewelry:** Typically, when I compliment someone else's jewelry, they notice mine and compliment it in return. If not, you can say "I always notice beautiful, unique pieces of jewelry because I have a jewelry business!" If they have any interest at all they will usually respond with something like, "What kind of jewelry?" or "Do you have a store?". You now have the opportunity to go into your "mini-mercial".
- B) **Ask People What They Do For a Living:** (Or ask them how they like what they do.) I love this question, because rarely do I find someone who loves what they do as much as I love what I do! When you ask someone about their career, they will usually ask in return what you do for a living, and the door has been opened. However, if they don't ask, you can always look for an opportunity to say, "I absolutely love what I do. I have my own jewelry business!" and see how they respond. Again, go to your "mini-mercial" verbiage to peak their interest in a show. (Note: If they are unhappy with their current job situation, I definitely consider them a sponsoring prospect. But I still

usually go for the home show first, since it's the least threatening way to get my foot in the door.)

- C) **Be Interested In Others:** Show genuine interest as you meet others in your daily activities. Again, be friendly and approachable! Make casual conversation with people you meet and with people you do business with on a regular basis. Does your dentist or dental hygienist know what you do? What about your hair stylist, nail tech, bank teller, postal worker, salesladies at your favorite store, etc? Always look for opportunities to bring up Premier! Then step out of your comfort zone and use your "mini-mercial".

111) Know What To Do!

- A) **Offer a catalog** - When you meet someone and share a little bit about Premier, a low-key, non-threatening first step in the process is to offer a catalog. I might say, "I would love to get a catalog to you so you can take a look at our entire line of jewelry." Or, "I can see that you really love jewelry! I do have a catalog in my car that I could run inside before I leave. I'd love to see what you think of our collection!"
- B) **Always get their name & phone number** - Do not expect them to call you. You have to take the initiative and get their name & phone number or it quickly becomes a "lost opportunity". Simply say, "I hope you love what you see. Just jot your name & phone number down here (mini notepad from purse). I might have a sample sale down the road, and I'd also love to see what you think about our collection. I'll be in touch." Ask if they work and determine the best time to contact them. (Make sure you're handing them a "catalog packet" that includes our hostess benefits!)

IV) Follow-up With a Phone Call!

- A) Always call within a couple days of when you met and spoke to your prospect. They will remember you better and will be more likely to have a positive response than if you wait too long.

- B) Tell them why you are calling, reference something personal you discussed to warm up the call and give them a great reason to have a show! For example, "Hi, this is Nancy Schwartz calling, We met yesterday at the grocery store. I'm the one who was wearing the Premier Designs jewelry that you loved! How was your son's soccer game?...I just wanted to see if you had a chance to look over the catalog and see if you had any questions about the jewelry. (Response) One reason I was calling was to let you know that I'm running a special promotion for my hostesses for the month of Sept. I don't know if you remember that I primarily do private showings. And typically my hostesses receive about \$250 in free jewelry for having a show. I'm offering an additional \$25 for anyone who books a show in Sept! My month is already beginning to get booked, but I do have several openings in the 2nd week of Sept. How does that week look for you?" And take it from there. If they say they don't want to have a show until Nov., say, "Great, I'm already booking my Nov. Tell me what day of the week works best for you." If they say, "Call me in Oct. to schedule it, say, "I'm afraid my Nov. will be completely booked by then. Let's just set a tentative date now so I at least have a Thursday reserved for you."

Do everything possible to get them on your calendar, but don't get discouraged if they turn you down for a show. They're not saying "no" to you personally, just "no" to a jewelry show! It's definitely a numbers game, and you just have to continue to talk to people, look for opportunities and stay positive regardless of the immediate results. If you're persistent, you will find those "yes's", and your persistence will pay off in the long run. Just remember, every "no" brings you closer to a "yes"! Happy Booking!