

A decorative border with a black and white zebra print pattern surrounds the central text.

**Diamond
Diva
University
New Jeweler
Orientation**

Diamond Diva University

Agenda

- ❖ *Welcome*
- ❖ *What your 1st year will look like*
- ❖ *Goal Setting/Track to Success*
- ❖ *Perfect Start*
- ❖ *Keys to building*
- ❖ *Procedures (Hostess Coaching, Securing a booking, Calendar)*
- ❖ *How Premier fits in your daily lives*
- ❖ *Taxes and Hood & House*
- ❖ *Integrity in your Business*

Notes



Your Training Show Date:

QUICKSTART DEADLINE (45-90 days after Training Show):

(hold 6 shows within 45 days and get \$200 in FREE JEWELRY/hold 9 shows and get \$300, 12 you will get a total of \$400)

Show # 1 _____

Show # 2 _____

Show #3 _____

Show #4 _____

Show #5 _____

Show #6 _____

Show #7 _____

Show #8 _____

Show #9 _____

Show #10 _____

Show #11 _____

Show #12 _____

Show #13 _____

Show #14 _____

(note: if you are trying to accomplish the 6 shows in 45 days, try to book 8 & if you are trying to accomplish the 9 shows in 60 days, try to book 11, and for the 12 in 90 days book 14. Must hit consecutively in order to earn the full \$400 in free for the quickstart 6,9 and 12)

New Jeweler Training Date (one time training):

Monthly Trainings:

Regional Rally (always in Atlanta in January-total cost @ \$50):

National Rally (always in Texas in July-total cost @ \$500):

ANNUAL RENEWAL: \$351 (Best to pre-pay \$10 after each show)

Jeweler _____

Date _____

MY 2016 PREMIER GOALS

“You will never be successful in your business unless you meet the needs and fulfill the hopes of others through service!” Andy Horner

RETAILING GOAL

- I want to earn \$ _____ per month! I need to hold _____ shows per month to do so!

SPONSORING GOAL

- I want to sponsor _____ new jewelers! I will share the business with _____ prospects per month!
- *(Estimate that only 10 active people in my down line will = an extra \$500 per month)*
- I would like to be a “Builder” (Sponsor 4) by _____ (date) “Designer” (Sponsor 7) by _____ (date)

PREMIER AWARDS GOALS

- I want to achieve the _____ Home Show Club Level! I want to achieve the “**Century Club**”! Y / N
- I want to achieve the following levels of the Crown Jewel Program! (Circle) Amethyst Sapphire Ruby Emerald
- I want to qualify for the “Designer Circle”! Y / N

• PERSONAL IMPROVEMENT

- I will attend Regional Conference each January. I will attend National Rally—July 14th-16th
- I will attend _____ local trainings per month. I will attend _____ Round Ups per year.
- I will read _____ books this year! I will watch/listen to _____ training per month!

BUSINESS COMMITMENTS

- I will **ALWAYS** replace a show with a show! I will read my Jeweler’s Handbook! I will ask for help when needed!
- I will participate in local trainings! I will support and encourage my down line to the best of my ability!
- I will hold myself to the high ethical and moral standards as put forth by Premier!
- I will commit to the above goals and make the decision to be a DWIT **Do Whatever It Takes** to accomplish these goals!
- Signature _____

STEPS to SUCCESS

with Premier Designs Award Program

You can achieve Designer in your first 180 days! Highlight each block representing a Jewelry Show, and each girl, representing a New Jeweler as you journey to success! Be sure to keep track of your CV's along the way!

STEP 1

CV _____	CV _____	CV _____
CV _____	CV _____	CV _____

QUICK START 6 = \$200*
6 shows completed in 1st 45 Days
DEADLINE: _____

STEP 2

CV _____	CV _____	CV _____
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QUICK START 9 = \$100*
9 shows completed in 1st 60 Days
DEADLINE: _____

STEP 3

CV _____	CV _____	CV _____
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QUICK START 12 = \$100*
12 shows completed in 1st 90 Days
DEADLINE: _____

STEP 4

CV _____	CV _____	CV _____
----------	----------	----------

JEWEL PRODIGE TEAM = \$300*
12 shows and 2 Jewelers completed in 1st 180 Days
DEADLINE: _____

STEP 5

CV _____	CV _____	CV _____	CV _____
CV _____	CV _____	CV _____	CV _____

JEWELRY SHOW CLUB = \$150*
25 shows completed in 1st 180 Days
DEADLINE: _____

STEP 6

CV _____	CV _____	CV _____
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QUEEN = \$300*
24 shows and 4 Jewelers
GOAL DATE: _____

STEP 7

CV _____	CV _____	CV _____	CV _____
CV _____	CV _____	CV _____	CV _____

DESIGNER = \$500*
36 shows and 7 Jewelers
GOAL DATE: _____

CROWN JEWEL PROGRAM

JEWELIST = \$200 [DATE] **RUBY = \$600** [DATE]
\$3,000 CV in any 30 consecutive-day period \$9,000 CV in any 90 consecutive-day period

SAPPHIRE = \$400 [DATE] **EMERALD = \$800** [DATE]
\$6,000 CV in any 60 consecutive-day period \$12,000 CV in any 120 consecutive-day period

*DOLLAR AMOUNTS AWARD IN RETAIL JEWELRY CERTIFICATES.
CV=Commission Volume

Get your business off to a Perfect Start!

Jeweler Name _____

Training show date _____

Quick Start: 45th Day _____

60th Day _____

90th Day _____

1. Attend 1st 3 Trainings:

2. Hold 12 shows in first 4 months and call Premier mom after each one. Keep track below.

3. Share Premier with 5 people.

	Hostess	Show Date	Retail	# of Guests	\$100 in Advance Orders	# of Bookings	Prospects Names	Comments / Concerns	Call Premier Mom
SHOW 1					Y/N				
SHOW 2					Y/N				
SHOW 3					Y/N				
SHOW 4					Y/N				
SHOW 5					Y/N				
SHOW 6					Y/N				
SHOW 7					Y/N				
SHOW 8					Y/N				
SHOW 9					Y/N				
SHOW 10					Y/N				
SHOW 11					Y/N				

NOTE: It is your responsibility to keep track of these to turn them in to receive your rewards.

NEW JEWELER PRIZE TICKETS!!!!

I Held 1 show within my first 7 days!!
I win **\$25 in FREE JEWELRY!!!** I held 2 shows in my first 7 days, so I win **\$50 in FREE JEWELRY** to add to my table.)

I attended my first 3 CONSECUTIVE Trainings!! I win great tools for my business!!!

Woohooo!!!!

I completed **Perfect Start!**
I receive _____ from my Premier mom!!!!

Keys to Building a Successful Business In Premier

1. Always put _____ above _____.

Remember Premier's purpose, philosophy, and plan.

2. Always _____ like the jewelry lady.

You are a walking billboard for your business. (at home shows, doing an opportunity presentation, hostess coaching, etc.) Dress professionally and appropriately for the business you have begun.

3. Keep training a top _____.

**Those who train, remain. Those who don't, won't. As a rule of thumb, I never schedule a jewelry show on the same night as a training. Great time for fellowship, get new ideas, to be recognized for all your hard work.

4. Have a _____ spirit and ask for help when necessary.

Be open to advice, counsel, encouragement from your upline and sideline. When you get in a bind or discouraged---call them for help! ROLE PLAY, ROLE PLAY, ROLE PLAY!!!

5. Learn to be a good _____.

Don't reinvent the wheel. Glean from those who are successful and just do what they do!

6. Never _____ yourself to others.

You are responsible for the success of your business and the pace at which your business grows. Learn to celebrate the growth of others and keep a pulse on the growth of yours as well. You are UNIQUE and WONDERFUL and are the right jeweler for those God brings to your home shows.

7. Develop the gifts of _____ and _____

These things will take you and those who are in your Premier family a LONG way!!

8. Expect the _____.

Low shows, no-shows, cancellations.

Difficult hostesses, jewelers

Returns/Exchanges.

9. Be in charge of your _____.

Don't let your schedule be in charge of you. If you want 4-6 shows a month, then always overbook by at least two shows. Know your 'why' you are doing Premier and let this be a guide as to how many shows you do and how quickly you grow your business.

10. Invite everyone you to know have a _____ and share the business with _____.

Never judge a book by its cover! You never know who might want/need a show or this incredible business.

MOST OF ALL, _____!!!!!!!!!!!!!!

Procedures For...

NEW HOSTESS

- Fill out a Hostess Info Sheet for every new hostess. Put it in Hostess Notebook and file it by date of the upcoming show.
- The day after you book a new show send your hostess a confirmation postcard or email (both works best) with the date and show information on it. This will help her to take the show seriously.
- Set her reminder postcards for 1, 2, and 3 weeks before her show (place date to send in the top right corner of the postcard where the stamp will go). Mark on the Hostess Info Sheet that you have sent her the Confirmation card and email. Make sure you keep records of on the Hostess Info Sheet. It will help you know what has been done concerning that show.
- **INVITATIONS**
 - Create a Red Stamp or Pic Collage and text to your hostess so she can forward out to her friends.
 - The show invitation should go out 2-3 weeks before the show date. Give hostess a self-addressed, stamped envelope with a blank label sheet in hostess packet so she can send her address list back to you. Label invitations to be mailed out 2 weeks before show.
 - Hostesses may also want to email or create a Facebook invitation. These are good tools to use, but they don't replace the effectiveness of a mailed invitation. Suggest that the hostess forward her text invitation, FB or email invite in addition to the invite you will be mailing.
- **CLOSING THE SHOW**
 - Pull out the Hostess Close Out Sheet and fill out. Leave for the hostess so she knows how much free jewelry she has.
 - Before you leave the show location, schedule a time to close the show. Your hostess may want a few more days to get more outside orders. That's great, but don't let the show hang open for a long time. The customers that preordered and that were at the show are waiting for their order.
 - Leave a self-addressed, stamped envelope for the Hostess to mail her check to pay for her free and half price jewelry.
- **AFTER YOU CLOSE THE SHOW**
 - Submit the show to Premier. (Make sure you've deposited all of the funds due Premier!) Premier will send you an email telling you when the jewelry will be shipped. Forward this email to your hostess. That way she can be looking for it. Call to see that the jewelry arrived and that she is happy with it. **Remind her to tell her guests that they have 5 days to call you with any exchanges and tell her to contact you immediately with any problems.**
 - As soon as you close the show, send the hostess a thank you note. A hand written thank you will be a personal way for you to show your gratitude. Plus, she will remember that and be more likely to rebook in the future.
 - File the show to keep for future reference. Although all of the show information is on Hood & House, it's a good idea to keep a hard copy of the show information for your records.
 - Place all receipts and notes in a manila envelope with the hostess name and show date and file it away.
 -



FOLLOW UP

- **Hostess**—If your hostess didn't rebook 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 free jewelry. You know, we get new jewelry added to the line about every 6 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 friends will want to come again to see the new jewelry. What does _____ look like for you?"
- **Guest Surveys**— These should be used throughout the Jewelry Show. At the end of the show, collect and look through all surveys. Place in order of their curiosity in Premier. Put them at your check out station and review with each customer. Use them to book your jewelry shows and book OP's on your calendar RIGHT THEN!!
- **Customers**— Develop a 2 day, 2 week, 2 month follow up system.
 - 2 days after a Jewelry Show, give all of your customers a call to say, "Thank you so much for coming to _____'s Jewelry Show! I really enjoyed meeting you. I know you are going to love the jewelry you ordered. Have a blessed day!" You could also send an email or text instead.
 - 2 weeks after a Jewelry Show, give all of your customers a call to say, "Your jewelry is in! I wanted to make sure you had received it from your hostess and that you were loving it! Don't forget about our Golden Guarantee in case anything happens to your jewelry. I look forward to serving you!"
 - 2 months after a Jewelry Show, give all of your customers a call to say, "The Golden Guarantee is almost up! I wanted to make sure your jewelry was looking just as it should! I've enjoyed getting to know you and hope to see you soon!"
- **RETURN/EXCHANGES**
 - Have the customer send the defective jewelry and \$5 (if after 60 days) to you.
 - Go to the Premier Designs website -online order then and enter the replacement/exchange. Follow the simple instruction (Note: REPLACEMENT is for anything that is broken and needs replacing, EXCHANGE is for anything you are changing from one item to another). Use the Replacement/Exchange Sheet for help!
 - 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. You may wait until you have several to send to save on postage...just watch your date for the 30 days on your earliest R/E!
 - Mail it to Premier in a bubble envelope with the printed form from the website to the address on the top of the form.
- **CONTROLLING YOUR CALENDAR**
 - Go through your calendar and mark EVERYTHING you have going on in your life – husbands work schedule, kids schedule, doctor appointments, church, birthdays, trips, Premier trainings, etc.
 - Then, use sticky tabs to determine the days you want to do Jewelry Shows.



OVERCOMING OBJECTIONS

I DON'T DO HOMESHOWS

- Did you like the jewelry? (yes)
- You don't have to have a big party. Just invite a few friends over. You will still earn lots of free jewelry!
- This is very simple. I do most of the work. You don't even have to send out the invitations. I do for you as well. Just put out simple refreshments.

MY HOUSE IS TOO SMALL

- A smaller show can be more fun when it is more intimate.
- When a show is smaller, I can focus more on each guest.
- Just invite a few friends, have them wear no jewelry & we'll select the best for them with everyone's input.

I'M RE-DOING MY KITCHEN

- Awesome, I'm sure you'll want everyone to see it. Let's have your party when it is done.
- No problem, let's book it for November. (Point is to book it out at a later date but still have a confirmed show.) If the construction is not done, we'll reschedule it for later.

I DON'T WEAR JEWELRY

- Wouldn't you like to not have to pay for many of your holiday gifts?
- Even if you don't wear a lot of jewelry I'm sure many in your family do & would love to receive it as a gift!
- You can donate your free jewelry to a favorite church, synagogue or charity to use as raffle items.

I WORK AN ODD SCHEDULE

- How far in advance do you know your schedule? We only need 2 weeks to get the invitations out.
- We can do a you & a few show. Just let me as far in advance as possible a good day. Then invite your family & closest friends.

MY HUSBAND WON'T LET ME HAVE A SHOW

- We could have it anywhere you want. Parents house, office, sister's... (let them tell you.)
- Why don't you have it with a friend or sister? It's fun to do have a show with someone else.
- I actually hear that a lot. You know, I've had hostesses in the same situation who schedule their show when their husband is traveling or out with the guys!

I HAVE TOO MUCH JEWELRY ALREADY

- Wouldn't it be great not to have to pay for a bunch of holiday gifts?
- Then you must really love jewelry! There must be an outfit or 2 that you would love to get new jewelry to update the look of it!



LET ME CHECK WITH MY FRIENDS & I'LL LET YOU KNOW

- From my experience, it doesn't matter what date you pick. There will be conflicts with people's schedules. What is good for you? August or Sept.?
- You know summertime is a fantastic time to have a show. It's lighter longer, the kids aren't involved with a million different activities, people are home Tues - Thurs with not a lot on the schedule.

I DON'T HAVE MY SCHEDULE WITH ME. CAN YOU CALL ME NEXT WEEK?

- I'll be happy to follow up with you when you do. So that Susie Hostess gets the credit towards the \$50 bonus, let's pick the month & day of the week.

I ONLY GO TO SHOWS, I DON'T DO THEM

- I do fund raisers! What particular charity or organization to feel passionate about? I would love to help out by raising some funds for them.

I ONLY WEAR FINE JEWELRY

- Did you see our line of fine looking jewelry? It's almost impossible to tell the difference it is so well made!
- Think of all the great holiday gifts you wouldn't have to pay for!

I DON'T HAVE ANYONE TO WATCH MY KIDS

- I cater to stay-at-home Moms. Have a few moms over with their children. I'll pass around some of the jewelry in trays instead of a whole display. They can look in the catalog & if they find something they like & I have it, I'll bring it out for them to try on.

MY FRIENDS ARE ALL BROKE

- You know what's great about a Premier show is that you only need 1 guest and \$100 in sales! And, really, just invite everyone. They might think of a gift they have to buy anyway while they are here.
- And, you can tell them that you get a bonus just for having 10 guests!

I DON'T FEEL COMFORTABLE ASKING PEOPLE TO SPEND MONEY WITH THE ECONOMY

- I understand. I always try to remember that 90% of the population still is employed! And really, women aren't going to the mall the way we used to....so many people are looking for a fun shopping fix. And what's better than shopping, food and fun with friends!
- Did you know that the average price of our collection is only \$34! I can certainly emphasize the more affordable items as well at your show. No problem!

THERE HAVE BEEN TOO MANY DEMONSTRATIONS IN MY NEIGHBORHOOD

- I understand it gets to be a bit much. If everyone is showing up, they must be enjoying it. Why don't we pencil in a date for later on. Is November good for you?

I'LL THINK ABOUT IT AND LET YOU KNOW

- I know you want Susie Hostess to get the extra \$50 bonus. Let's pencil in a date and I'll keep in touch in case we need to reschedule
- If now is too busy for you, let's wait until fall. That's a great time with the holidays.

Hostess Checklist

10 Simple Things for a Fantastic Show

1. _____ Confirmed Date and Time _____
2. _____ Make your guest list & send to me by _____
Over invite (expect about 1/3 to attend) and encourage guests to bring friends!!
3. _____ Once invitations go out, REMIND your friends the week of & the day of!!
4. _____ Start working on Pre-orders!

\$50 Gift Card for having the show on the original date PLUS having \$100 in advance orders (Checks payable to **Candi Dewberry**, or cash, credit & debit cards!!)

Share the online catalog at candidewberry.myPremierDesigns.com,

5. _____ Start talking to your friends about having their own jewelry show!

\$50 Gift Card for 3+ bookings (hostess re-booking counts!)

6. _____ You'll get **30%** of all sales in **FREE JEWELRY!!** (minimum home show is \$100)

7. _____ Keep snacks SIMPLE! 😊

8. _____ Make your Wish List of what you want for FREE!

9. _____ Your role the night of the show – be at jewelry table and help your friends shop!!

Encourage, socialize, and compliment your friends!!

10. _____ Are you curious about Premier as a business? You could make this your training show and earn all the free jewelry, the bookings, and the **50%** profit!! I'd love to tell you how!

Hostess Information Sheet

Show Date: _____ Show

Time: _____

Name: _____ Birthdate:

Address: _____

City/State/Zip: _____

Home Phone: _____ Cell Phone:

_____ Text: Y/N

Best Time to Call: _____ Email:

Show Planning:

Theme: _____ Invitations: ___Mail ___Handout

___Email/Evite

For Jeweler's Use Only

Booked From: _____

Hostess Coaching Date: _____

My Checklist:

___ Confirmation Call

___ Evite out

___ Friend on FB/Instagram

___ Two Week Reminder Call/Text

___ Thank You Post Card

___ Two Week Reminder Post Card

___ Hostess Packet Given

___ One Week Reminder Call/Text

___ Red Stamp Save the Date

___ One Week Reminder Post Card

___ Guest Labels Received

___ 24-48 Hour Reminder Call/Text

___ Invitations Given/Mailed

___ THANK YOU card after show!

Notes: _____



PREMIER'S GOLDEN GUARANTEE

Premier's Golden Guarantee is a 60 day guarantee on manufacturing defects. Anytime within the first 60 days, a customer may return the defective item at no charge for replacement of that item.

After the 60 days, any item may be replaced due to MANUFACTURING defects, for a nominal charge of \$5 plus tax. OUR GUARANTEE DOES NOT COVER NORMAL WEAR AND TEAR.

What is a manufacturing defect?

- Broken or defective clasps
- Gold or silver finish chipping or peeling
- Missing stones or miss-set, (crooked stone setting).
- Loose/Broken posts

What is Normal wear and tear?

Electroplated jewelry will eventually begin to show signs of wear, with time, the finish will begin to fade. The life expectancy of your fashion jewelry is approximately 2 - 3 years with normal wear and care. The finish, therefore, is considered normal wear and tear, and is NOT covered under our guarantee. Only if the item is showing faded areas within the first 60 days of ownership, would it be considered a manufacturing defect, as this may be the result of improper plating.

Questionable Warranty Matters:

If a customer returns a ring after 60 days, with missing stones, and the finish still looks great! - This is a warrantable item, and can be replaced for \$5 plus tax and receipt, for proof of purchase.

If a customer returns a ring after the 60 days, with missing stones, but the finish also is worn, this is NOT a warrantable item. The ring is past it's life expectancy and the stones have fallen out due to normal wear and tear. It's time to have a show, or offer the customer a discount on a new item. The same rules apply to the other items in our line. - If the item has a problem normally covered under our guarantee, but the item shows signs of wear (loss of finish), or obvious signs of neglect the item would not be covered under our guarantee.

Care Instructions:

It's so important to instruct your customer's on the care of their jewelry. You will significantly cut down on the number of replacements you incur if you do this at your shows. People assume that if you are offering a lifetime guarantee, then they would not need to bother caring for the item because you said you would replace it. Years from now this would come back to haunt you! Premier's guarantee is not a Lifetime guarantee.

- Please tell your guests, that their fashion jewelry is not meant to wear 24 hrs a day.
- Remove at the end of a day, and also be the last step when getting dressed.
- Take care NOT to expose the jewelry to hairspray, perfume, and lotions.
- Do Not wear your fashion jewelry into a swimming pool!
- Cleaning the items in a mild cleaner, either a mild dish detergent such as Dawn or Ivory liquid, ammonia free Windex, Premier's jewelry cleaner, or a jewelry cleaner that states "for fashion jewelry". DO NOT put the jewelry into a fine jewelry cleaner!
- If someone has a high skin acidity, and always wears out fashion jewelry quickly instruct this person to clean their jewelry after every use. They want to remove their body acid from the items before storing them. The can also coat the inside of rings with clear nail polish.
- Store your jewelry in a cool dry place. A Jewelry box is best, include a piece of chalkboard chalk to help absorb the moisture.

HOW TO DO A REPLACEMENT / EXCHANGE

You can exchange an item for a different piece within 10 days of the customer receiving the item. You can input that into the computer within 60 days of the show closing by:

First, log into the Premier website and go to →Ordering/Products at the top → Online Order → Replacement/Exchange Order

Read that first page and click the bar at the bottom. If an item is broken you complete part 1 for **replacing**. If it's within 60 days it will be free, if it's over 60 days it will be \$5 + tax.

If the item is not broken you will complete part 2 for **exchanging**. You can exchange an item for a different piece within 10 days of the customer receiving the item. You will be able to input it into the computer within 60 days of the order being placed.

For the order number - Find the hostesses for that home show that you are exchanging the piece from. *If you are completing a replacement for an item that is past 60 days, just select (ORDER IS OLDER THAN 60 DAYS).

Next choose the item. **MAKE SURE YOU HAVE THE RIGHT ITEM CODE TOO!** You don't want to replace earrings when you meant to put in a bracelet. Choose the reason for replacing/ exchanging the item. After that click *replace item* or *exchange item*.

If you are exchanging an item, you will have to also complete the box: ADD ITEM TO SHIP with the new item number of the piece of jewelry that you would like. At the very bottom it will show you the information on returning that piece--the code, name, and price. Click Continue

On the next screen choose the shipping method and put in the shipping address of where you want your new piece to be shipped to. Then hit continue.

On the taxes screen, choose the town of where it is being shipped and press continue. Put in your credit card info, and then hit ADD CARD at the bottom. They are not going to charge you anything today unless you owe money for a difference in price or \$5 for an item being past 60 days.

You have 30 days to mail back the old jewelry. If you don't, your card will be charged. *Hit Continue.

On the last screen you can explain to why you are replacing/exchanging the item in the comment section. Check the box at the bottom and click FINISH ORDER.

Print and mail in the last screen with the jewelry. Information of where to mail the jewelry to is at the top of the page that you print.

You can send either one piece back at a time or send a few back at once. Using the flat rate envelopes from the post office is a cost effective way to send them back. Don't forget to save your receipt!



Replacement/Exchange Information

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Items Returned _____

Please List Reason For Return or Exchange _____

(Please be aware that **NORMAL WEAR AND TEAR** is
NOT covered by our Golden Guarantee)

Please include \$5.00 + tax per item over 60 days old

Please make checks payable to _____

Returns Take About 10 Days — Thank You!

Replacement/Exchange Information

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Items Returned _____

Please List Reason For Return or Exchange _____

(Please be aware that **NORMAL WEAR AND TEAR** is
NOT covered by our Golden Guarantee)

Please include \$5.00 + tax per item over 60 days old

Please make checks payable to _____

Returns Take About 10 Days — Thank You!

I have a few of these printed out and in small zip lock baggies, that way if there's someone at your show that needs a R/E you can have them fill out this form and have them put the piece in the bag.

You can mail in your R/E once a month in a "Flat Rate Envelope" from the post office. It costs about \$5, but you can fit a lot of jewelry in them. Remember to save your receipt.

TAX information for my business!!

This is a general guideline only. Check with your accountant before turning in your taxes!

EXPENSES:

1. Car- Either keep track of your mileage or Gas and Car repairs, Tolls and Parking and depreciate the value of the vehicle. I have been told that Mileage is usually the best way.

2. Office Expenses- for your premier Designs office expenses

-Office Supplies - Computer, Copier, Fax machine, Toner/Printer cartridges, paper, waste basket, file cabinet, phone w/answering machine, Paperclips, Folders, Markers, Highlighters, Colored pens or markers, white out, staples, paper, pens and pencils, post-its, tape, Name stamp, Company paperwork/supplies, binders, folders, pens, envelopes, calculator, baskets, business cards, company stationary, tote bags, postcard mailers, mileage/customer service notebooks, etc.

-Postage/UPS

-Bank charges-check and credit card fees

-Internet

-Telephone charges

-Home Office Space- writing off your home-see accountant if you have any questions

- You will have to figure out what the square footage is of the space you are using for your home office (footage of room divided by footage of entire home)
- % of Mortgage Interest paid OR Rent paid
- % of Real Estate Taxes
- % of Utilities
- % of Home Owners Insurance
- % of Repairs and Maintenance (things like roof or heating)

3. Business Supplies-

- Your \$395-A & A start up cost and kit (kit warranty), Renewal fee
- \$8 Jewelers share, \$6 gift card fees
- Replacement/exchange fees that your customers don't cover
- Jewelry samples/Table set up accessories
- Catalogs/Order receipts/brochures
- Business cards/postcards/thank you cards
- Meeting/Training fees/Door prizes
- Give-a-ways/incentive gifts for downline
- Computer program
- Business related magazine/publication subscription
- Other non-commission items and business related expenses

4. Travel Expenses-Any Hotel, Airplane, or rental car expenses when you go to training (Rally), do a show, travel to another city or go somewhere with the intent to make profit.

5. Meals (50%) and Entertainment-Meals with prospects/downline

6. Professional Services Legal and Professional Services - Attorney, tax prep., assistant, accountant

7. Miscellaneous

NOTE: You will get a 1099 from Premier only if you have received at least \$600 in commissions from sponsoring or earning jewelry certificates.

*Advice: DO NOT throw your receipts in a box or try to organize your files at the end of the year. By using these categories (1- 7 above), all you have to do is add up either monthly expenses per category or separate them into individual purchases in excel program. Either way please stay on top of this monthly. Place all receipts at the end of the month in a plastic bag to retain ink color. This will simplify and organize your life immensely! Excel sheets are available to use. Just ask us!!

Integrity and Sound Business Principles

1. There are FOUR key elements to every home show:

- ✓ **The Golden Guarantee**
- ✓ **Fashion**
- ✓ **Booking Activity**
- ✓ **Sponsoring Activity.**

These four areas must be demonstrated and discussed in order for it to constitute as a home show and for your hostess to receive her hostess benefits.

2. Remember _____ is everything! ☺

Learn to set an example in the way you talk, act, and follow through in your business! You never know who is listening or watching! ☺

3. Good customer service = Being a person of your _____.

Under-promise and over-deliver. Don't tell someone you are going to do something and not follow through. Follow through, follow through, and follow through!

4. Demonstrate _____ in all business situations.

\$100 in Pre-orders means \$100, not \$99.

Three home-shows booked on the calendar *prior to the show closing*.

Entering the home show on the actual date it was held.

****Example it sets for future hostesses and jewelers****

5. The principal of integrity is _____.

Honor your upline, sideline and downline. If a hostess or prospect has been working with another jeweler and has an established current relationship with them, we must respect that existing relationship and never put that potential hostess or prospect in a compromising position by asking them to jeopardize that relationship.

6. Don't complain to your _____.

Praise down, complain up! ☺

7. Handle Replacements and Exchanges with a _____.

Learn to understand the difference between a manufacturing defect and normal wear and tear. Handle all replacements and exchanges in a timely manner. Follow through, follow through, and follow through. ☺

8. Remember YOU are _____.

You are the only representation of the company that many people will ever experience.

9. Remember WIR _____ and WBP _____.

These are principles that the company has held and encouraged since its foundation. When you are your own boss, it is easy to sometimes forget these principles, but it is always best to do what is right, even if it isn't easy or popular with those around you. (i.e. Sharing alcohol policy, giving legitimate bonuses, being a person of your word and following through.)

10. Remember WWR _____.

This is the heart of our Queen Mother, Joan Horner. She was committed to keeping it personal. It is important we continue this for our future success!

11. RULE OF THUMB ON CLOSING OUT A JEWELRY SHOW: _____



Fun Facts about You!

(Fill out and give to your Premier Mom)

1. Your Name: _____ Spouse? _____
2. Kids? _____ Pets? _____
3. Your Birthday? _____
4. Your Cell Phone? _____ Best time to call? _____
5. Favorite Color? _____
6. Favorite Restaurant? _____
7. Favorite place to shop for clothes? _____
8. Favorite place to shop? _____
9. Hobbies? _____
10. What motivates you? _____
 - Free Jewelry
 - Cash
 - Gift Cards
 - Recognition
 - Trips
 - Gifts
 - Public Recognition
11. How often would you like me to contact you? _____

Remember you can call/email/text me anytime!!
12. What is your primary reason for doing Premier? _____
13. How much money would you like to make with Premier weekly? _____
14. How many hours a week are you able to devote to Premier? _____
15. Which days of the week are you planning to schedule shows? _____
16. Is there anything that would get in the way of you reaching your goals?

17. What are you willing to sacrifice to reach your goals? _____