



New Jeweler

Orientation





The Foundations of Your Business

1

C_____

- Believe in yourself
- Believe in the Philosophy, Purpose and Plan of Premier Designs.
- Believe in our company our product, our Golden Guarantee, our Hostess Plan and our Marketing Plan.

C_____

- Do what you say you will do.
- Don't make promises you can't keep.
- Actions speak louder than words.

People must be able to trust you in order for you to build a successful business.

C_____

- Premier's Philosophy, Purpose and Plan have not changed since our beginning on November 5, 1985.
- You need to work your business consistently in order to maintain momentum and be successful.

2

_____ **IS VERY IMPORTANT!!**

Your attitude is a **CRITICAL** part to your impression you give to someone meeting you. It's a reflection of what is inside. Four key attitudes you'll need to have are:

1. P_____

- a. Always look for the silver lining in situations
- b. Your best accessory is your smile.

2. C_____

- a. People don't care how much you know until they know how much you care.
- b. Have a "Happy to Do It" attitude.

3. E_____

- a. People are far more affected by your enthusiasm and emotions than by the knowledge you have about the business
- b. Excited does not mean hyper.

4. S_____

- a. You cannot do anything for someone else in this business without it doing something for you too.
- b. Your attitude will determine the level of success that you will achieve in your Premier Designs business

ELEMENTS OF A POLISHED LOOK

- _____ / Clean _____
- Up to date _____
- Nice _____...doesn't mean they have to cost a lot. No rips/tears, stains etc.
- Eye catching accessories. Aim to wear between \$_____ of jewelry for your shows.

ADDITIONAL INFORMATION TO BE SUCCESSFUL

- 80-90% of a lasting impression comes from the 1st _____ minutes of meeting someone. What impression are you putting out there?
- Change your voicemail and email signature to say your full name and Premier Designs Jewelry
- Go to other people's shows in your Premier family
- Attend at least 1 training/month. Put them on the calendar as you would a show. "Those that train remain, those that don't won't".
- Develop a _____ commercial for when people compliment your jewelry – people will compliment you!
- There is a \$_____ minimum for a home show.
- C.V. stands for C_____ Volume or the half that we send Premier for the jewelry.
- O.P stands for O_____ Presentation -- a short meeting where we explain Premier to future jewelers
- The last _____ of every month at midnight is the end to that month's accounting period.

WIR -

WBP -

WWR -

10 Things New Jewelers Can Expect

1 You will be nervous about things outside your comfort zone. This may include such things as standing in front of people, lack of fashion knowledge and/or organizational skills....keep practicing and it's gets easier over time.

2 You will have to work wisely and consistently to achieve your financial expectations. Be patient for the growth and success of your business.

3 You will have a variety of Home Show experiences, such as Home Shows with low sales, Home Shows with high sales, and even “no-show” Home Shows.

4 You will have postponements and cancellations. Give examples of how to reduce postponements and cancellations – such as Home Hostess Coaching, and mailing your Hostess' invitations for her.

*****Always overbook by 2 each month.**

5 You will have replacements and exchanges. This is a great opportunity to service your customers. Premier's return rate average is less than 3%!! (Industry average is 10%)

6 It's very important to keep in touch with your upline and know that they are there to help and support you, but they can't read your mind. You need to tell them if you need help – take ownership of your business.

7 You will find that our Home Office Team will work very hard with you to provide quality service and support, but they are not always perfect.

8 You will have to deal with difficult, self-serving customers, Hostesses, and others. You will need a servant's heart when dealing with them if you are to be successful. Show them kindness.

9 You will have people at your shows who may be interested in doing Premier. Jewelry shows are the greatest source of new Jewelers. It's our job to share the opportunity...not talk people into Premier.

10 Attending trainings are very important to your business. Make them a priority in your calendar before you book shows...after you've put in your personal priorities (God first, family second, career third).

You can expect even more...

*...to have a business that can meet your personal and financial needs if you work
...to have fun, friends and fellowship with others through Premier that will result in lasting relationships...to have the satisfaction of offering excellent service and sharing the Premier opportunity with others. You can expect the best, because the best is yet to come!*

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)

Your Goals

Your Why?

Why are you doing Premier? What are you hoping to accomplish for you and your family?

Income Goal

I would like to earn \$_____ per month from my Premier business. Your income goal can be accomplished in one of two ways:

- Retailing alone
- Retailing and sponsoring together

Retailing Goal:

On average I will make \$200 net profit per homeshow so I will need to do _____ shows per month to achieve my income goal (from above). In order to hold _____ shows I will need to book _____ shows. (always overbook by 2).

Sponsoring Goal:

I can expect to earn \$50 per jeweler in my Premier 10-10-10 per month.

- Review the Track to Success and enter goal dates
- Book at least 5 shows before your training show
 - Fill out your “Perfect Start Sheet”
 - Keep in close contact with your Premier mom for the first 12 shows

"When you determine what you want, you have made the most important decision in your life. You have to know what you want in order to attain it." *Douglas Lurtan*

"Goals are dreams with deadlines." *Diana Scharf Hunt*

"In achieving your goals, you may run into roadblocks. Don't let that stop you, go around, over, or under. If you are committed to your goal you will find a way." *Catherine Pulsifer*

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				
SHOW 12					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!!!

Wooohooo!!!!

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

Quality Details about Premier's Jewelry

Let me tell you about our jewelry. It's important you know what you're purchasing if you decide to purchase something for yourself or as a gift for someone else.

Our jewelry is real gold and real silver and it is "electroplated" (that is, they use an electrical current to bond the gold or silver to a high-quality base metal).

What touches your skin is real gold and real silver. The gold is at least 14Karat gold.

Electroplating is different from Fine jewelry where the gold is alloyed (or mixed with) a metal, rather than being bonded on top of the metal.

There are 3 categories of jewelry. Our jewelry is "High Fashion Jewelry." We didn't make up this category. In order to be considered "High Fashion Jewelry" it must meet certain strict requirements.

Premier's jewelry always meets, and usually exceeds, these requirements.

The other 2 categories of jewelry are Costume and Fine Jewelry. Costume Jewelry may or may not be real gold or silver which is usually painted on and the base metal is usually poor quality metal, plastic or wood. That's why Costume Jewelry often chips, peels, tarnishes and breaks. Costume Jewelry is about 15% of the market.

Fine Jewelry is the last category, and it is about 10% of the market. It is your 10, 14 or 18Karat gold and real gemstones and genuine pearls.

High Fashion Jewelry is about 75% of the market because it is high quality but is very affordably priced!

We also have Sterling Silver pieces. If a piece is Sterling Silver, it will say so in the description in the catalog.

We also have some "rhodium-plated" pieces. Rhodium is a derivative of platinum, which is a very high quality metal. It is more dense than silver and therefore more durable.

Almost all of our crystals are Cubic Zirconias or Swarovski Austrian crystals – both of which are topof-the-line and as close to the "real thing" as you can get!

We have some genuine semi-precious stones, like amethyst, black onyx, jade, hematite, tanzanite, topaz, turquoise, and others. If it's genuine, it will say so in the catalog. If it's faux, it will say that as well. We're not trying to "pull the wool over your eyes." We want you to know what you're purchasing if you purchase something.

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Our pearls are glass, not plastic. They are dipped in a Pearl Essence 8 to 12 times, which gives them such a gorgeous luster. They are hand-knotted in between each pearl, just like a genuine string of pearls. They also have a safety clasp, just like a genuine string of pearls would have. Someone would

be hard-pressed to tell that they are not genuine pearls. Although they look just like genuine pearls, they don't have the price tag of genuine pearls!! Our pearls are very affordable!



# What to Take to a Home Show

## SETUP

- Tablecloth
- Jewelry in trays
- Neckstands/Bracelet bar (optional)
- Ring sizer/Necklace sizer
- Mirrors
- Mannequin (optional)

## PRESENTATION

- Catalogs (plan to bring about 12)
  - Order forms
  - Surveys
  - Business cards
  - Specials/Promotions you or Premier are running
  - Pens
  - Giveaways/Hostess gift
  - Diva dollars/Tickets
  - Flip chart/Script for show
  - Booking activity supplies
  - Sponsoring activity supplies
- } All of this can be put into a folder

## CHECKOUT

- Hostess packets (bring 3-5)
- Curiosity packets (bring 3-5)
- Calendar
- Hostess info sheets (optional)
- Hostess close out form
- Hostess receipt
- Calculator
- Square card reader (if you are using Square)
- Money bag or envelope to put all of the orders/payment in
- Stamp for receipt with name, phone number and email (optional)

# 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 \$25 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 \$25 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.

# **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!!



# **YOUR TOOLBOX**

## *Your Initial Bookings*

- Have your calendar ready before you make these calls. Know which dates you are wanting and able to book shows. Fill the closer dates first.

**Plan A:** Hi \_\_\_\_\_ this is \_\_\_\_\_, do you have a second? I won't keep you but a minute, but I am actually calling to ask you for a HUUUGE favor. (pause) I am starting a jewelry business with Premier Designs to \_\_\_\_\_. (tell reason why you're doing Premier here) Have you heard of it? Here is my favor... I need 2 friends who could let me come over and set out my jewelry and invite a few friends over to play in jewelry. It doesn't have to be a big deal, just you and a few friends. I can give you some jewelry just for helping me out...what do you think? ( If she says yes, continue with this)... Oh, thank you so much!! I really appreciate it. Ok, the first 2 dates on my calendar I really need to fill are...\_\_\_\_\_ and \_\_\_\_\_. Could you look at those dates and see if either would work for you? Friday, great!! (get the date penciled in...if she says she needs to "look" first and she doesn't have her calendar in front of her, you ask if you can just pencil her in on one of those dates and when she gets a chance to look at her calendar she can call you back and if that doesn't work you will gladly work with her to find another one because you really appreciate her helping you).

**Plan B:** If she says "no". You say this... "Oh \_\_\_\_\_ that's ok! I totally understand! There is another way you might be able to help me out though. I am hosting a Kick Off Show on \_\_\_\_\_ and I would love it if you could maybe come and bring someone with you? Could I send you an invitation? (if she says yes, get a good address and/or email address for her and let her know she will be getting that in the next couple of days...make sure you follow up with reminder calls...just like a good hostess!) If she says she can't make that night you go to Plan C (sending them a catalog).

**Plan C:** "Oh I'm sad you can't make it, (pause) Listen, do you think I could just put a catalog in the mail to you? I love referrals and if you just set it out and if someone either wanted to order or get free jewelry I would give you 50% off any item anytime you refer someone to me. Is that something you could do?" "Great, I will get that out in a few days and again \_\_\_I really appreciate you helping me!" (confirm her address).

If **no one answers --- Leave THIS message!!!** "Hi \_\_\_\_\_ it's \_\_\_\_\_ (do NOT say with Premier Designs!!) I was calling to ask you for a quick favor. When you get a chance could you call me back at \_\_\_\_\_? It's not a big deal... just a quick favor. Thanks!"

If you say "with Premier Designs" she KNOWS your favor! Curiosity killed the cat; you will get more return calls than EVER before! Don't say "HUGE" favor because it may mislead them to think you are in some kind of trouble and will be frustrated when you are just asking for a show. Their curiosity will get the best of them and when they call you back use the above script as normal.

# ***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. They 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.

# JEWELRY TECHNIQUES

**Looping:** Using a 30" necklace with the clasp closed, bring the two looped ends to the front of the neck (clasp in the back) and attach the two loops together with a pin.

**Pin as a Pendant:** Using a pin, attach to the front of a necklace.

**Pendant on a Scarf:** Wear a scarf as a necklace or choker, either slide or attach a pendant so that it dangles.

**Extending:** Attach matching bracelet and necklace with the same type clasps to make necklace longer.

**Twisting:** Using a circular motion, twist two necklaces around each other and clasp in the back. (you may need to use a clip-it)

**Doubling:** Double a 30" necklace to create a 15" choker.

**Making a "Y" Necklace:** Using a 30" necklace, attach the clasp in front a couple of inches from the other end, leaving a couple of inches dangling to form a "Y".

**Shortening:** Instead of leaving the necklace clasped normally, clasp it further in and leave the remainder hanging down your back.

**Flipping:** Take two necklaces about the same length, one with a pendant, "flip" pendant necklace through other necklace a couple of times.

**Layering:** Put two necklaces together to create a "layered" look. (one on top of the other)



# Common Customer Questions

## **Will this turn my fingers green?**

Generally speaking, this reaction is one between a person's chemistry and a metal alloy, often copper. Or it could be a reaction between a person's lotions, soaps, etc. and the metal. Copper is sometimes used as part of the base metal alloy for rings and other jewelry. It is also in Sterling Silver. The discoloration is not harmful to the person.

## **Will this jewelry tarnish?**

Premier Designs' standards call for our pieces to be finished with a final "anti-tarnishing" step/agent. However, it is still silver plate and should be kept away from moisture and anything that would cause oxidation. Putting chalk in your jewelry box will help absorb moisture and help to prevent tarnishing.

## **What is Rhodium plating?**

Rhodium is in the platinum family of metals and has a deep, rich color that naturally resists tarnishing. It is also excellent for those who suffer from typical allergic reactions to metals.

## **Where is the jewelry made?**

Our jewelry is crafted and assembled at plants in Texas and Providence RI. Our manufacturing plant, a subsidiary of Premier Designs, manufactures about 50-60% of our collection each year. In addition, we have long-standing relationships with about 10-12 manufacturers in Providence (the "jewelry capital" of America). They craft the remainder. There are some components, like chains, that we purchase from overseas. By federal law, if more than 50% of the components of an item are purchased from another country, the item must say "Made in ...". This explains why you will occasionally see a Premier item with a similar sticker.

## **What if I don't like the piece when it comes in?**

We do have a great exchange policy, but we do have to turn the item around pretty quickly. So, just give me a call as soon as you receive it and we will exchange it for another in the same price range.

## **Do you have sterling silver pieces?**

We have a handful of Sterling pieces, particularly rings. However, I have found that my high fashion, which is plated in almost pure silver, hold up great next to sterling and is so much more affordable. Keep in mind that Sterling is only 92.5% silver, while our pieces are plated in about 99.7% silver.

## **How do I clean the jewelry?**

You can use a mild dishwashing soap to clean your jewelry, unless it has a fabric string, like pearls. Ammonia free Windex works well. As well, to remove any possible oxidation affects over time, you can put your pieces in an aluminum pan (like a pie pan) or line a pan with aluminum foil. Items should touch the aluminum. Sprinkle a thin layer of baking soda over the jewelry. Add hot (even boiling water) over the jewelry until it is submerged. Gently move items with a wooden spoon and then remove, rinse with water and dry with a soft cloth.

### 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.*

## ***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!

# 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? \_\_\_\_\_

# From Booking to Show...

## The night of the show....

- Set a date
- Give her a hostess packet and show her the Bonus info on the packet or Homeshow Worksheet. Use this verbiage *"Now, I have some extra special things I do for my hostesses that I will call you and tell you about. What's a good time to catch you tomorrow?"* \*MUST CALL WITHIN 24-48 HRS
- Let her know that if she gets you her guest list within 7 days, she'll get \_\_\_ from you. (Some ideas: free hostess shipping, bracelet from incentives, extra \$25 credit)
- Tell her the first thing she wants to do is go home and look through this catalog and pick all her favorite stuff! =)

## The next day...

- Send her a "Thank you for booking your show" card
- Call her and quickly go over the worksheet
- Has she picked her favorite pieces yet? She'll want to pick at least \$200 worth. Let her know that she already has \$25 free as long as she doesn't change her date.
- Remind her about getting you her guest list by the deadline. Tell her 1 in 4 invited attend so have her aim high!
- Let her know that not everyone she invites will not be able to come, but they can give her an order. Remind her about Premier's bonus for \$100 in pre-orders. **Tell her about your pre-order special.** (Mine is: *If she has \$300 she gets any ring of her choice for FREE or 5 orders before the show, I will double that \$25 to \$50*)
- Remind her about Premier's bonus when 3 of her friends book their own show. Offer her a "special gift" if she has 1 booking before the show.

## Share some quick scoop about Premier with her...

- Lead into this by saying "Now, as you are working on your guest list, think about if there is anyone you know that could use some extra money or is looking for something fun to do. We're looking to expand the business in this area and surrounding areas and are looking for new people to join our team."
- Let her know that you have an awesome referral program: she can get \_\_\_\_\_ if she refers a friend and they join you in Premier. Tell her she can be keeping her ears and eyes open for anyone and just so she can have a little info to tell them:
  - You make 50% of everything you sell- your average pay day is about \$200 per show!
  - No quotas- you are in for a year no matter what you sell and you are never "inactive"
  - No deliveries to make.

- No inventory to keep
- You can get started with zero out of pocket.

**Key question: "Have you ever thought about doing anything like this?"**

If she says yes- share more with her and let her know that this show can be her big pay day and take the steps needed to get her going before her show.

If she says no- say "Oh, no problem. I just wanted to make sure before we do this show, because if you had been, you would be mad at me because I would have cheated you out of your first pay day! Nothing would change- you would still get all the free jewelry, but you would also make all the money. If you change your mind, you can let me know"

Ladies, this takes 5 minutes of your time. You will see you retail increase and you will also see a major difference in your sponsoring by sharing with every hostess *before* her show. What if she decides to go ahead and join? You lose NOTHING. You have set her up for success by making that her training show and Premier will pay you a \$200 training bonus on your next commission check after her show is turned in.

**Tell her you didn't want to take too much of her time, but that you're very excited about her show and appreciate her talking with you today to plan it.**

- Let her know you'll be touching base with her weekly via phone/email as the show gets closer to see if she has any questions.
- Thank her again!

### As the show approaches

- Stay in contact with her weekly either through calls, email, texts, postcards
- Mail invites out about 14 days before the show. Make sure the hostess also gets a copy of the invite and extras to hand out.
- Remind hostess about the 4 bonuses and keep her excited about the show and preorders.

### At the show....

- Thank the hostess and Have fun!!!
- Build great relationships and get bookings/prospects.
- Have fun! Have fun! Have fun!

### After the show....

- Close show
- Send the hostess a Thank you note.
- Start from the beginning of this checklist for all of the bookings you received from the show!