

ASK IT BASKET

OBJECTIVE: Ask It Basket helps you easily communicate our Marketing Plan.

WHAT YOU NEED: A basket or gift bag to fill with questions about Premier Designs.

PREP: Place individual questions inside your basket or gift bag. Then, get creative! Try placing questions inside Premier Designs jewelry boxes or use the back of play money to write questions.

TO BEGIN: Have guests select and read a question. Then, take a brief moment to address each one. Add excitement and participation by offering an incentive to those who participate, like tickets for a drawing.

Question & Answer Examples

How many nights a week do Jewelers do this?

My goal is to work two nights a week, but Jewelers can choose how much or how little they work. There are no minimums or quotas.

How much money do Jewelers make?

Premier Designs offers 50% gross profit on all retail sales—which is one of the highest in the industry. So if my Jewelry Show is \$400, I make \$200 gross profit!

How much does it cost to get into the business?

Jewelers pay a \$395 (plus tax) Authorization and Application Fee. This fee provides them with everything they need to start their business, including catalogs, supplies, online training, and more great services from the Home Office.

What makes Premier Designs different than other direct sales companies?

Premier is founded on biblical principles, believes in honoring God, serving others and places people before profits. There are no territories, sales quotas or inventory required, and Jewelers earn 50% of their gross profit from day one.

How do Jewelers learn the business?

Every Jeweler has a sponsor to help guide her through her journey, as well as online training tools like videos and schedules of local trainings and corporate events. Jewelers can also contact the Home Office for additional support.

Do Jewelers make money for helping others start their own business?

Yes! Jewelers make 10% on the wholesale amount of every Jeweler they sponsor, and continue earning 10% through three levels. They also receive a \$200 training allowance.

How long does it take a Jeweler to earn back her initial investment?

Premier Designs offers multiple awards programs to help new Jewelers get started. Through the QuickStart program, Jewelers have the opportunity to earn their minimum investment back through their commissions in less than two months, plus they can receive up to \$400 in free jewelry.