

Hostess coaching verbiage

-- getting the hostess packet with the proper materials to the hostess ONLY after she's gotten you her top 10 addresses or you've received confirmation from her that her show is happening!

Mail it (touch base on the phone) or drop it off at her home when she's around so you can talk to her in person. Typically at least a month before her show (sometimes longer and occasionally less time than that.)

What to include (in this order with first one on top): mini Premier brochure, extra invitations (I do 4), steps to a great home show paper, 4 advanced order forms, envelope with label for pre-show orders, tax rate chart, 2 catalogs

This is what I say. Memorize this!

"Hi Susie, I have your goodies for you! First thing I want you to do is start looking through these catalogs and create your wish list of what you want to get for FREE and half price at your style session. You are going to get 30% of your total sales in free jewelry, plus 2 \$50 gift cards in free jewelry. One is for keeping your original date & getting \$100 in pre-show orders, and the other one is for 3 future shows booked at your show. Here are 10 pre-show order forms. More people CANNOT come to your show than CAN come. Totally normal. Shoot for 10 of those guests to place an order before your show. You will DOUBLE your free jewelry just by passing the catalog around and collecting orders. Anyone that's a no or a maybe just tell them that they don't have to come to your show to support you. They can place an order before your show and support you that way. For out of town family/friends direct them to your Premier website to see the catalog online (point out sticky on packet with your info.) Put your advanced order forms & payment (checks get made out to me) in this envelope and when I arrive I'll ask for your pre-show orders! On top of the 30% in free jewels and the \$100 extra in gift cards, you'll get 4-8 items ½ off. Isn't that awesome?! Plus it's legal double dipping in Premier with these half-off items because they get added to your total show so you get 30% back in free jewels on what you choose to spend on your half price items! Isn't Premier so generous?!"

Don't be surprised if you don't hear from people right away or if you hear a lot of no's from people to start. Completely normal. People just don't RSVP yes a whole lot anymore nowadays. But don't worry, people always show up. You have to keep reminding them and be excited about your style session!

Here are your simple steps to a great show. (Read through sheet with hostess.)

Any questions? I'm so excited to serve you and hang out with you and your guests! We are going to have a BLAST!!!

Oh, I wanted to check once more and see if you have any interest in keeping the profit from your show (which is typically \$200) yourself and using it to help your budget? If so, it could be your first show as a jeweler, but I'll still do this show for you, the only difference is that you'll get the free jewelry & the profit as a new jeweler. (Listen to what she says...)