

# Steps to a Great Home Show

Our goal is to earn as much half price and FREE jewelry as possible! We will accomplish this through a series of steps. Here is a checklist to follow:

## Things to do BEFORE the show:

### \_\_\_ Step 1 - Personally invite each guest with enthusiasm.

You may want to tell your guests:



1. Premier offers high fashion jewelry with a guarantee against manufacturing defects.
2. 80% of the line is priced under \$50
3. Assure her "there is no pressure to buy."
4. There will be helpful hints on accessorizing.
5. She should wear a solid color shirt (jewelry looks better on a solid color top).

### \_\_\_ Step 2 - Obtain \$100-\$500 in advanced orders before the show.



This guarantees you \$80-\$200 of FREE jewelry before your show has even started! The best way to generate pre-orders is to personally pass the catalog around, but it is also available online! And Premier's Golden Guarantee is the best in the world!

### \_\_\_ Step 3 - Prepare SIMPLE refreshments.



I suggest a plate of cookies/soda or tea/coffee. Keep it simple and keep the cost minimal for you. The more refreshments & beverages you have, the LOWER your sales will tend to be. Also avoid greasy or salty items to keep jewels clean.

### \_\_\_ Step 4 - Make a 24-hour reminder call/text.



The day before your show, I can text you a cute, fun reminder invite that you can then text/email onto all your guests (the ones who said yes, maybe, as well as anyone you didn't hear from.) Or a personal phone call from you to your guests is great!

## Things to do AT the show:

\_\_\_ Step 1 - Serve the refreshments as your guests arrive.

\_\_\_ Step 2 - Stay at the jewelry table as guests arrive & during shopping time.



### \*\*\*\* Last Minute Notes\*\*\*\*

- It's Mom's time out - try to avoid having young children (5 & under) at the show.
- The show usually lasts about 2 hours.
- Payment is due at the show - Cash, Check, and credit cards are accepted.
- The jewelry will be delivered to the hostess within 2 weeks after the show.
- The hostess pays shipping and tax on the value of her jewelry selections.