

New jeweler asking for first shows:

Hey, _____, this is _____. I hope that this isn't a bad time. (Wait for response) I have a huge favor to ask and I really could use your help. (Wait for response) I have started a new jewelry business with Premier Designs. I need to have 9 friends to let me come over and lay out my jewelry on their table, invite a few friends, and have cookies and a drink so I can get my business off to a great start. You would get so much free jewelry for helping me out. Could you be one of my 9 friends? Response is yes say...thanks for your help, I'm really excited about giving you all the free jewelry! Since this is a contest, do you have your calendar in front of you? Let's pick a good date for you for me.

How to ask for Jan. shows now:

Hi Sue, do you have a second? I hope you are having a great New Year. I just wanted to tell you about a few special promotions from myself and Premier. Can I tell you about them real quick? Premier is offering all my hostesses **50% in free** jewelry! That just about doubles what we normally give away. Second, do you have any friends that are trying to lose weight? I do the most entertaining show ever in Jan. – it's called the **Jewelry Diet!** I literally show everyone how to lose 10 -20 lbs while they are just sitting there! My guests love it and I know yours will too, can we get a few of your friends over for some jewelry fun? How does that sound? If she sounds a little shaky, I always say why don't we pencil in a date because I only have a few left and want to give you first choice.

Or....

Hi Sue, do you have a second? Did you have a great Christmas and New Year? I'm glad, I'm sure you are little tired of running around and shopping for everyone, right? Would you let me do something special for you and a couple of friends? I would love to come over and see you and a few friends for a special **"Girls Night Out"**. I know you've been pampering everyone around you and I want to come and pamper you and your friends. I'm going to make you all feel like "queen for the day". We will talk about fashions, makeovers, and what to wear for 2011. Does that sound like fun for you? You will also get almost double the free jewelry you normally would with **Premier's 50% promotion!** Can you think of 2 or 3 girls that would like that?

Or...

Hi Sue, do you have a second? I've a great new show I'm doing and wanted to try it out with you and a few friends. Can I tell you about it? It's called an **extreme closet makeover** show because I know that most ladies wear 20% of their clothes 80% of the time. Have you ever said "I have a closet full of clothes and nothing to wear"? I know I have but I've discovered a great formula to show you and your friends how to dress with a lot less stress! Does that sound like a fun time for you? Well let's do it, have you got your calendar handy? We are going to have so much fun. I'll give you some details when I bring the catalogues by.

*****If you get a no and can't overcome their objection, don't hang up the phone... go one more step.**

Tell them you "appreciate their honesty and still need them as a customer. You can still help me out...Would you stop right now, and think of someone you know that loves jewelry or loves having get togethers? (Don't say you will call back, get the name and number then) When I call them and if they book a show for me, I will give you _____ for referring them to me. I work my business off referrals and really appreciate them.

If that doesn't work, & she can't think of anyone after you give suggestions go one more step....

Say... "Well here's my last offer, do you have a few friends that would like to see our catalogue? Why don't you just take one and show it around for a week and if you get a \$100 in sales, you will get 20% in free jewelry and 1 item ½ price item? Does that sound easy enough? I'd love to do that for you.