

New Jeweler Training Outline

Tracks to Run On...



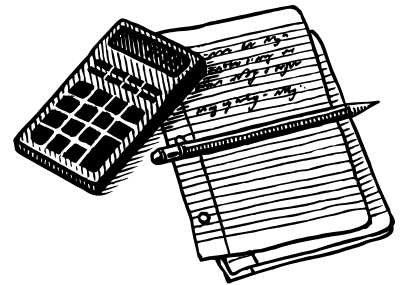
Step 1: Sign Up

- ◇ Your Premier Prospects Can Now Join Premier Online!
 - As the SPONSOR, you should go to Premier's website and sign in. Click "Jeweler Resources Header", "Business Forms", then "Business Tools" and drop down to "Your Prospects Can Apply Online" and find out all the information about the New Jeweler's Contract with answers to all of your questions. Read the information so you can be prepared to help your prospect through the online process.
 - Give your prospect your Jeweler # and last name EXACTLY as it appears in Premier's records. Your Prospect goes to Premier's website and clicks on "Join Our Family" and continues through the application process. When all is complete and she has been assigned her Jeweler # and password (Tell her to be sure to write them down -You can change to an easier password once the process is finished by going to Premier's website as a jeweler)
 Congratulatlons! She is now an Official Premier Designs Jeweler!
- ◇ Schedule Training Show
 - Put it on her calendar AND yours
 - Have her START a Master list of everyone she knows from all circles of people (this list she will use throughout her Premier career)
 - From the Master list, pick out at least 10 people to ask to have a show and use everyone on the list to invite to her training show
- ◇ Explain "Quick Start" - begins day after training show thru day 45 (mark the date on her datebook and yours)
 - Discuss the importance of securing bookings NOW before training show!
 - Discuss the verbiage to use "I need your help..." (see Getting Started section of New Jeweler Handbook for verbiage)
 - Review "Overcoming Objections" sheet (See Home Show section of New Jeweler Handbook, or Flynn website)
 - Discuss the importance of attending training each month.
 - Provide jeweler with training dates and write in her calendar.
 - Discuss the next New Jeweler Orientation and write in her calendar.
 - Help her set her goals - WHEN can she work? How many shows does she want each week? What are her desires for her and her new business?

NEW JEWELER HOMEWORK

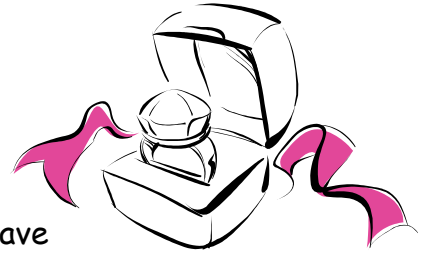
(Between signing up and waiting for kit to arrive)

- Make guest list for training show and start getting DATED bookings! Look at "Those You Know" sheet for more names. (Flynn website)
- Prepare and mail training show invitations (Give sample invitation)
- Log onto Premier Website www.premierdesigns.com to change password to something easier to remember.
- Set up password for Premier Incentives (Jewelry Resources tab on Premier Site)
- Get registered with PRO-PAY for credit card purchases or another credit card provider of your choice.
- Open debit card/checking account for business (optional)
You will need a credit or debit card to run your Premier business through to place an online order. (unless you have the Premier Card) Be sure NOT to use Premier Designs' name on the account!
- Check delivery date for kit.
Date _____
- Set a date for Kit Training with sponsor.
Date _____
- Log onto tandyanddonflynn.com
Username: tandyanddon Password: jewelry.1
Click on "New Jewelers" to see New Jeweler Training outline and steps in getting started



Step 2: Kit Training

Jeweler and Sponsor



- ◇ Tag the Jewelry - To save time for you and your sponsor, have all jewelry out of bags and boxes. (Save boxes for future use). Transfer earrings to plastic cards and put label on back of card.
 - Give examples of what tags should look like
 - Use TINY safety pins to attach the jewelry tags to the necklaces & bracelets
 - Peel labels from sheet provided to put on tags. (show example of earring card labeled; bracelet and necklace with tags) Leave rings in boxes
 - To help remember which tags go with which piece:
 - Rings start with #1, necklaces - #2, earrings - #3, pins and pendants - #4, and bracelets - #5.

- ◇ **Give a **SIMPLE** example of a complete Guest Folder and print off white copies from our website.
 - Guest Survey
 - Hostess Benefits
 - Last 10 Home Shows or other sponsoring tool
 - Customer Order Form
 - Blank Sheet of paper for Customer Wish List or post it notes
 - Business Card

- ◇ Give a simple example of a Hostess Packet / make one with her during this time
 - 40 Guests in Four Minutes sheet and Guest List
 - 4-5 Customer Order Forms
 - 2 Catalogs
 - 1 or 2 Packs of Invitation/ mailing label sheet with return envelope (Jeweler's address) and Forever stamp
 - 1 Pack if you are mailing invitations for Hostess
 - 2 Packs if you are NOT mailing invitations for Hostess
 - Avery Labels (#5160) with Home Show Information (if you mail cards for her)

- ◇ Explain how to Hostess Coach and WHY it is so important
 - Explain how to talk with your hostess about her becoming a jeweler!

- ◇ Give copy of Home Show Materials and Office Supplies
 - Go through ALL PAPERWORK in kit, get everything organized
 - Suggest purchase of additional start-up materials and jewelry displays (Give "Shopping List" from Flynn website)

From SERVE US STORE via PREMIER website:

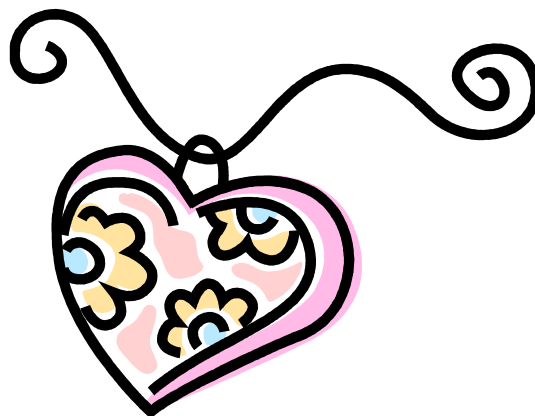
- Extra Catalogs (12 for \$16) - at least 2 packs
- Postcard invitations (25 in a pack for \$2.50) - 10 packs

From PREMIER INCENTIVES via PREMIER website

- 4-5 extra large necklace displays (\$1.50 each)
- Black cloth (3 yards) for \$15
- Booking Incentive Ideas (i.e. Charm bracelets - \$2.45)
- Jewelry Polishing cloths (\$1.95 each) optional
- Jewelry Lady money bag (\$3) optional
- Business Cards 250 for \$16
- Writing Boards 12 (\$3.50) optional

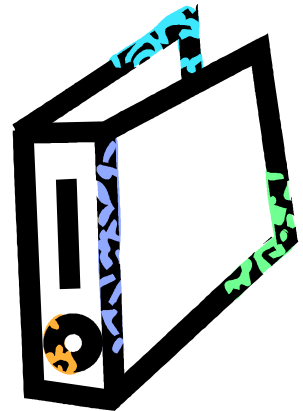
- ◇ Start keeping receipts for anything you purchase associated with your business: postage, copies, office supplies, etc. Let sponsor help you organize a simple system. Remember to keep good records for mileage!

***Check out Training Handouts and Links pages on www.tandyanddonflynn.com. Also see www.premierdesigns.com for online video training and more.



Step 3: New Jeweler "To Do" List BEFORE Training Show

- ◇ Finish tagging jewelry
- ◇ Set up filing system for home shows - With a 3 hole punch, punch all home show paperwork and file in descending order in a large 3 ring binder.
- ◇ Set up Hostess Card File (recipe box)
(See New Jeweler Shopping List)
- ◇ Set up Tax Files - Label folders: copies, postage, supplies, mileage, samples, etc.
- ◇ Make copies and prepare hostess packets and guest folders. Gather checkout materials.
- ◇ Have specific dates on calendar highlighted for future bookings and continue to secure bookings especially from those who cannot attend the training show! Your sponsor will show you how to secure more bookings at your training show.
- ◇ MAKE REMINDER PHONE CALLS the day before your training show. Do NOT rely on facebook or evites. They MUST hear your voice!
- ◇ Work on collecting outside orders for those not attending.
- ◇ If possible, have supplies from your New Jeweler Shopping List and set up your kit. Sponsor will help more at Training Show.
- ◇ Prepare SIMPLE snacks for training show. Cookies and coke or coffee work best.
***Less food = more sales and bookings
- ◇ Review Jeweler handbook and note questions
- ◇ Watch DVDs and listen to CDs
- ◇ Pick out a booking activity and sponsoring activity that you would like to see your sponsor do at your training show.



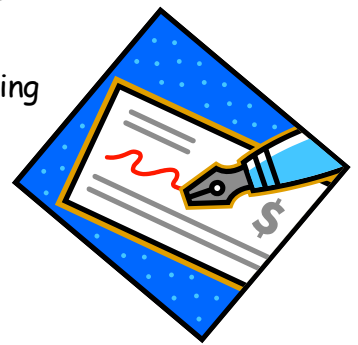
Step 4: Training Show: Sponsor's Responsibilities

- ◇ Arrive early enough to help your new jeweler finalize her jewelry table set up. (Obviously, if her kit is not in, you will use your samples for the Training Show - only use 70 - 100 pieces from YOUR kit.)
- ◇ Spotlight the new jeweler. Tell guests that she is going to be great and how excited you are for her. Let the guests know that everything tonight is helping her get started...ALL BOOKINGS, ALL BENEFITS, and ALL PROFITS!
- ◇ Keep show format simple and all activities duplicable!
- ◇ Show her how to get bookings on her calendar. She needs to hear how you get them to book into her Quick Start.
- ◇ Look for prospects for her at the Training Show. Let her hear how you get them into a conversation and set the appointment. Tell the New Jeweler that part of your New Jeweler Training is learning how to share Premier's Business Opportunity! Would you let her practice with you?
- ◇ Schedule a time to close out her show TOGETHER - Give her Hostess Benefit Breakdown Sheet.
- ◇ Sit down after the show and talk about the results of the show before you leave. Talk about each guest as a future Booking or Prospect. Discuss how she is going to get more orders and ask for more bookings and prospects.
**The training show is the absolute best time for her to think "sponsoring" - her excitement will be very contagious.
- ◇ Remind her to call you after each show during her "Quick Start". Use the "Home Show Tracking Sheet" to offer special gifts for calling you after each show.
- ◇ Role play booking and sponsoring activities with her after the training show to review verbiage and show presentation.
- ◇ Give "Training Show Follow Up Steps".



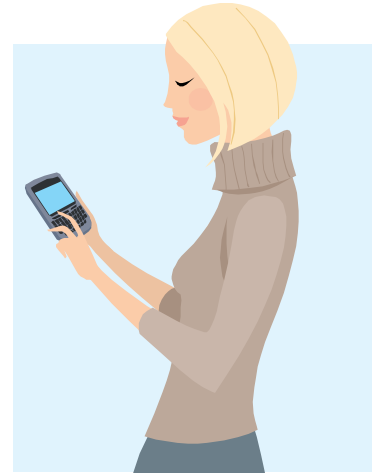
Step 4 cont'd **Training Show: Follow Up Steps for New Jeweler**

- ◇ Follow up with people who did not come to the Training Show. Ask for orders and MOST IMPORTANTLY BOOKINGS! "Mary, I am so sorry you missed the show! It was so much fun and I can't wait for you to see all the jewelry in person! I know you mentioned you wanted to see a catalog and I just want you to know you don't need to worry about spending money and placing an order. What would help me more and would be a lot more exciting for you is if you would just get a few friends together and have your own show to earn free jewelry! I am trying to meet people I don't know to get my business growing quickly! What do you think?"
- ◇ Deposit Home Show checks into your new business account IMMEDIATELY!
- ◇ Call Sponsor after each show during Quick Start (Use New Jeweler Booking Tracking Form)
- ◇ Sign up on Premier Website for Pro Pay to process Credit Cards. (optional)
- ◇ Role play hostess coaching (with sponsor) then set appointment to "coach" your "Quick Start" Booking.
- ◇ Role Play "Booking with Boxes", "Booking Activity", and "Sponsoring Activity" with sponsor.
- ◇ Make YOUR Home Show outline - Purse Game is a great tool to stay on track. (also see Home Show Outline on Flynn website) Discuss your plan with your sponsor so she can help you tweak it!
- ◇ Ask your sponsor about doing your first "practice" show at Sponsor's house within one week after training show. You invite all guests who couldn't attend your training show. Arrive at sponsor's house just as though your sponsor is your hostess. Set up your jewelry and do the entire show with your guests. Your sponsor is there to help you if you get stuck or have questions. Tell your guests attending that you will have a drawing from each order form for someone to receive the hostess benefits. (This is considered a "Mystery Hostess" show which you can do any time in the future.) This show is a great tool! You can count this show as one of your "Quick Start" shows. (It must be \$100 minimum in sales with guests and winning "hostess" in attendance)



Step 5: Post Training Show

(Separate Phone Call OR Meeting)



- ◇ Complete Home Show Paperwork (in person when possible) or log on to Premier Website together from your own homes to walk her through entering a show. Print copy of show, then 3 hole punch with all customer order forms to file in three ring binder.
- ◇ Calculate Net Profit and show her how to complete a Hostess receipt with hostess' total due. Simply add up TOTAL \$ collected from customers and Hostess MINUS the total due to Premier. That is your NET PROFIT. Write this on your paperwork and at tax time, add all net profits for show income.
- ◇ Submit Home Show and have her answer the training verification form questions on Premier's website under My Account heading. SPONSOR also needs to answer questions listed under My Account.
- ◇ Go over all her goals and what SHE wants to accomplish. Refer to "How to Earn Free Jewelry" and "Do a 180", "Want a Show, Do a Row", and "Dreams". (Flynn Website under New Jewelers)
- ◇ Discuss how to become part of Premier's Leadership Team.