

# New Jeweler Training Outline

## Tracks to Run on.....

### Step 1: Sign Up

- Complete Contract
  - ✓ **Sponsor** to **Overnight** Contract to Premier via **Post Office**  
Address: Premier Designs, Inc  
Attn: New Jeweler Contract  
1551 Corporate Drive  
Irving, TX 75038-2431  
**Note: someone must be home to sign for kit.**
- Schedule Training Show
  - ✓ Put it on her Calendar and Your's.
  - ✓ 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 this 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)
  - ✓ 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.
- 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.

### **New Jeweler Homework:** ( *between sign up and waiting for kit to arrive*)

- ✓ *Make guest list for training show and start getting **dated** bookings!!!*
- ✓ Prepare and mail training show invitations (Give sample invitation).
- ✓ Sponsor will call with Jeweler # \_\_\_\_\_
- ✓ Log onto Premier Website [www.premierdesigns.com](http://www.premierdesigns.com) to set up New Jeweler Account on-line.
- ✓ Check delivery date for Kit. Date \_\_\_\_\_
- ✓ Set a date for Kit Training with sponsor Date \_\_\_\_\_
- ✓ Log onto erisandtom.com Username: jewelers Password: Jewelry1 click on New Jewelers to see New Jeweler training outline and steps in getting started

## Step 2: Kit Training

- Tag the Jewelry
  - ✓ Give examples of what tags should look like.
  - ✓ Use tiny safety pins to attach the jewelry tags to the jewelry
  - ✓ Peel labels from sheet provided to put on tags. ( show example of earring card labeled; bracelet and necklace with tags) Leave rings in boxes.
  - ✓ Change earrings over to plastic back earring cards provided in kit then put label on back

\*\*Give a **SIMPLE** example of a complete Guest Folder and print off white copies.

- ◆ Guest Survey
- ◆ Hostess Benefits
- ◆ Last 10 Home Shows or other sponsoring tool ( mini brochure)
- ◆ Customer Order Form
- ◆ Blank Sheet of paper for Customer Wish List
- ◆ Business card

Give a simple example of a Hostess Packet / make one with her during this time

- ◆ blue Hostess Packet
- ◆ 40 Guests in Four Minutes sheet
- ◆ Advance Sales Sheet
- ◆ 4 Customer Order Forms
- ◆ Mini brochure
- ◆ 2 Catalogs
- ◆ 1 or 2 Packs of Invitations
  - 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 ( optional)

Explain how to Hostess Coach and WHY it is so important.

- ✓ Explain Four Phone Call Hostess Coaching Document

Give copy of Home Show Materials & Office Supplies

- ✓ Go through ALL PAPERWORK in Kit, get everything organized
- ✓ Suggest purchase of additional start up materials & jewelry displays:

From **Serve us Store via premier website**

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

From **Premier Incentives via Premier website**

- ✓ 6 – 8 X-large necklace displays (\$1.50 each)
- ✓ Black cloth 3 yards for(\$15)
- ✓ Jewelry repair pliers (\$3)
- ✓ Booking incentive ideas ( i.e. Charm bracelets \$2.45 each)
- ✓ Jewelry polishing clothes (\$1.95 each)
- ✓ Jewelry lady money bag (\$3)
- ✓ Business Cards 250 for \$12
- ✓ Writing boards 12 (\$3.50 each)
- ✓ Catalog protector covers 6 ( 75 cents each)

**\*\*\*Check out Training Handouts and Links pages on [erisandtom.com](http://erisandtom.com) for other Helpful Websites and Ideas. Also [www.premierdesigns.com](http://www.premierdesigns.com) for online video training and more!**

### Step 3: NEW JEWELER TO DO LIST **BEFORE** **TRAINING SHOW**

- Finish tagging jewelry. ( store gold boxes and baggies for future use)
- Set up filing system for home shows (ex. Manila folders).
- Set up tax file folder to keep receipts for business.
- Make copies for 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!*
- MAKE REMINDER PHONE CALLS for training show  
( leave lots of daytime voicemails two days before the show)
- Purchase jewelry table (optional), material, lights and have jewelry display set up.  
(See home office supply list for details)
- Prepare *simple* snacks for training show
- Review Jeweler handbook and note questions
- From the Jeweler handbook or pick out a booking activity & sponsoring activity that you would like to see your sponsor do at your training show.
- Sign up for Propay to process credit cards. ( via premierdesigns.com to jeweler resources-business tools- propay link.
- Open another PERSONAL checking account with a debit card to keep track of business transactions.

## **STEP 4: Training Show: Sponsor's Responsibilities**

- Arrive early enough to help her finalize her jewelry table set up.
- 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.
- Schedule a time to close out her show – Give her Hostess Benefit Breakdown Sheet and start entering home show on premier website just to get her started and to the save page.
- Give her a copy of the hostess gold card and explain it's role (optional)
- Make sure personal checking account was opened to deposit show checks immediately and run credit cards
- Remind her to call you after each show during her "Quick Start". Put her first 10 shows on your calendar, too.
- Roleplay booking activity with her after the training show to review verbiage with her.
- Give "Training Show Follow Up Steps".

## Step 4:

### 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 don't 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 new business account **IMMEDIATELY!!!**  
**And immediately run credit cards thru propay.**
  
- Call Sponsor after each show during Quick Start.
  
- Purchase Hood and House Software ( optional)
  
- Hostess coach your new bookings.
  
- Roleplay booking activity with sponsor.

## **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.
- Calculate Net Profit and show her how to complete a Hostess receipt with hostess' total due.
- 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 also listed under my account.
- Review questions from jeweler handbook and Premier website
- Show her how to do a replacement exchange on the premier website.
- Have her fill out the New Jeweler Goal Sheet then meet with her to review after her first 4 shows.

## **STEP 6: QUICKSTART END THRU 90 DAYS AND BEYOND**

~ Meet her after her first 4 shows to review New Jeweler Goal Sheet

~ Discuss Realities of the Business with handout and the importance of the first 90 days

~Remind her again about calling you after at least her first 10 shows to be sure she is getting more comfortable with the presentation, getting bookings, etc

~Make sure she is plugged into a local monthly training and knows the next new jeweler orientation training date.

~At 90 days Fill out the 90 Day Review Goal Sheet, Level of commitment sheet, and personality test on oneishy.com Meet to review this with her.

## **SPONSORING: Someone is interested in being a Jewelry Lady!**

~Call your upline to set up a one on one ( sharing the marketing plan) with you and your prospect.

~Review this New Jeweler Training Outline so you will remember what you did as a new jeweler and it will guide you to train her.

~Review Sponsoring section in the Jeweler Handbook and on premier website and other jewelers" websites

~ Go to monthly training!!!