

Overcoming Common Objections

You should prepare to overcome objections by studying the following list of common objections and positive answers you might give. Always be kind and never argumentative. You will also find *valuable* information on this in your Jewelers' Handbook and your Audio Training Tapes.

Most importantly ~ when someone says "no" they don't want to book a show right now... don't take it personally! It doesn't mean that they don't like you or our jewelry ... it just means that now is not a good time for them!

Guest: "I'm too busy"

Jeweler: I will make it really easy for you by mailing your invitations. Usually a busy person gets more done and also needs a fun break from her routine and or busy schedule.

Guest: "I don't know many people"

Jeweler: We don't need a large group - just a few friends with them inviting their friends will be great.

Guest: "There are too many parties"

Jeweler: This is more than just a party - it's a jewelry fashion show with fun fashion tips, information and modeling"

Guest: "I don't need or wear jewelry"

Jeweler: This is a wonderful way to help your friends shop in a relaxed atmosphere and also for you to take care of your personal gift giving needs. Jewelry is one of the TOP gift - giving items in the world.

Guest: " My house is too small"

Jeweler: No place is too small. Lots of times the smaller locations make it feel more cozy and more exciting, like more people are there. I would be delighted to come to your home for a Premier Designs Jewelry Show!

Guest: "My friends don't have enough money"

Jeweler: We have very reasonable prices and offer a wonderful way for them to earn free and $\frac{1}{2}$ price jewelry through our hostess plan. Did you feel pressured to purchase at Becky's show? (she will likely respond with a "no") I'll be the same jewelry lady at your show as I was at Becky's. Plus some of your friends will just appreciate a fun ladies night out together.

Guest: " I'd like to think about it"

Jeweler: That is great, why don't I call you in a couple of days - when is the best time to get a hold of you mornings or afternoons?

Attitude and belief are key!!! Assume everyone will want to book because of Premier Designs' fabulous hostess plan!!!