

# **Why Premier Designs is NOT a “Pyramid!”**

*By Greg Terrell, Diamond Executive Director*

1. You make money selling the jewelry to the public, primarily through Jewelry Shows!  
The average Jewelry Show in Premier is over \$400 and we make 50% gross profit on any piece we sell at suggested retail!
2. You do not have to sponsor to make money!
3. People would buy the jewelry whether or not they became a distributor!
4. Our product, high fashion jewelry, has a “Market Value” that already exists!
5. Commissions are paid based only on the sale of the jewelry to the general public!
6. Commissions are not paid just because someone signs up!
7. Commissions are not paid on any samples purchased when a distributor signs up!
8. You can make more money than the person who signed your up!
9. The commission payout stops after three levels (*a dollar only goes so far!*)
10. Samples are not a required purchase upon signing up in Premier!
11. There is no required inventory! Many pyramids push and even require the purchase of large amounts of inventory when they sign up!
12. We have a reasonable up-front fee for services rendered!
13. If buying the Presidents’ Package, the average person should make their money back in about 5-9 shows!
14. You do not just sign up and make money and do nothing. It takes time and work to make money selling the jewelry!
15. We are members of the “DSA” (Direct Selling Association)!

## **Information regarding Premier Designs...a Direct Service Company:**

1. We are respected in our industry!
2. The Company pays its bills to its vendors on time!
3. The Company is Debt-Free!
4. The Philosophy is to “Honor God & Serve People!”
5. Our Hostess Plan keeps our business going!
6. Our distributors make 50% gross profit on any piece we sell at suggested retail!
7. Premier supports missionaries all over the world!
8. Everyone Benefits! The Hostesses receive Free Jewelry! The Distributors make a profit!  
The Company makes a profit and supports missions!
9. “Premier is a direct service company!” Our income is a result of serving our hostesses, customers, and distributors that you sponsor!