Welcome to Premier Designs!

You made a GREAT decision to become a Premier Designs Jeweler! And it’s easy to get started! You begin by scheduling your Training Show and making sure you take advantage of Premier’s Quick Start rewards.

1 Your Training Show

When you start your Premier Designs business, your sponsor will conduct a Training Show for you. The best thing about your Training Show is that it’s all about YOU!

What is my “Training Show”?

Your sponsor will conduct your Training Show and will teach you, train you and coach you to do a Jewelry Show. It is usually your first Jewelry Show and you are the Hostess. This means that:

YOU receive all profits!
YOU receive all future bookings!
YOU receive all Hostess Benefits and any $25 Hostess Bonus Awards earned!

IMPORTANT NOTE: You must have a Jeweler Number assigned by the Premier Designs Home Office before you can hold your Training Show. Your Training Show should be held within your first 30 days after you become a Jeweler.

What should I do before my Training Show?

Here is a checklist of things you can do while you are getting ready for your Training Show:

1. Call your sponsor!
2. Tag your Jewelry!
3. Register for access to the “Jeweler Only” section of the Premier Designs website at www.premierdesigns.com!
4. Set up a new checking account at your bank that will be used solely for your Premier Designs business. Be sure you do not use the names Premier Designs or Premier Designs, Inc. on your checks!
5. We also recommend that you set up an account with ProPay, our credit card services partner. This will enable you to accept credit cards at your Training Show. The average credit card purchase at a Premier Designs Jewelry Show is double the amount of a purchase made with check or cash, so don’t miss out on this opportunity! You can open a ProPay account through the Premier Designs Jeweler Only website.
6. Make some labels with your name, address, phone numbers, and e-mail. You will use these on all your materials – catalogues, brochures, etc.
2 Plan A Quick Start

If you would like to receive $200 or even $300 in FREE Jewelry, then achieving “Quick Start” should be your very first goal as a Premier Designs Jeweler!

Once you have held your Training Show, you have 45 days to achieve “Quick Start.” All you have to do to earn FREE Jewelry is hold Jewelry Shows!

Hold SIX Jewelry Shows in your first 45 days and you will receive a $200 Retail Jewelry Certificate!

Hold NINE Jewelry Shows in your first 45 days and you will receive a $300 Retail Jewelry Certificate!

Booking: Who to Call

• Friends
• Relatives
• Coworkers
• School Friends
• Church Friends
• Contacts Through Children’s Activities
• Spouse’s Relatives, Friends, and Coworkers
• Places You Do Business – bank, grocery, hairdresser, post office, real estate office, manicurist, gym, doctors, dentist, etc.
• Neighbors
• Sports Contacts

7. If possible, go shopping for supplies you will need. See inset list (left).

8. Continue working on your pre-bookings. Get as many on your calendar as possible! Make it your goal to achieve the 6 or 9 Jewelry Show level of Quick Start!

9. Prepare some Hostess Packets for your first few bookings.

10. Listen to the audio CD and watch the Jewelry Show DVD (inside the front cover of your Jeweler Handbook).

11. Read the rest of your new Jeweler Handbook! Write down anything that you have questions about to discuss with your Sponsor later.

12. Start wearing your new jewelry everywhere you go!

Training Show Tips:

Your Training Show sets the stage for your future Hostesses – they will copy what they see you do as the Hostess. Follow all the steps in our Hostess Coaching section for your Training Show. Here are some of the important steps:

• Be excited about your guests and the jewelry
• Invite everyone you know – don’t leave anyone out
• Make reminder calls
• Work to earn all four Hostess Bonus Awards
• Serve simple refreshments (they will copy you – keep it simple)
• Keep the focus on the jewelry before, during, and after your Jewelry Show
• Have your date book out and ready to book
• Share the reason you decided to join Premier with your guests

The more excited you are at your Training Show, the more your friends and family will be excited about your new jewelry business! They can become some of your biggest cheerleaders and fans.
Typically about 1 in every 10 people you speak to about holding a jewelry show will say yes. That means if you want to add four Jewelry Shows to your calendar, you need to plan on speaking with 40 people.

Before you pick up the phone to call, make sure you have the following nearby:

- Calendar
- Paper for notes
- Extra Pen
- Premier Designs Jewelry Catalogue
- Any Hostess promotion information

The back of Premier's jewelry catalogue has information about Hostess Benefits and the earning opportunity for easy reference when you call.

<table>
<thead>
<tr>
<th>Quick Start Hostess Scavenger Hunt</th>
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<tbody>
<tr>
<td>1. Someone who loves jewelry</td>
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<td>2. Someone who works in an office</td>
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<tr>
<td>3. An expectant mother</td>
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<td>4. Someone who has just moved</td>
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<td>5. Someone who doesn't know a lot of people</td>
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<td>6. Someone looking for a job</td>
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<td>7. A neighbor</td>
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<td>8. Someone who lives in an apartment</td>
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<td>9. An in-law</td>
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<td>10. Someone in your church</td>
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<td>11. A person who loves to entertain</td>
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<td>12. A school teacher</td>
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<td>13. A person who volunteers for service groups</td>
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<td>14. Someone who never has enough time</td>
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<td>15. Someone with no children</td>
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<td>16. A hairdresser</td>
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<td>17. A grandmother</td>
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<td>18. Someone who likes to talk on the phone</td>
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<td>19. A bank employee</td>
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<td>20. A college student</td>
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<td>21. Someone who doesn't wear jewelry</td>
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<td>22. Someone who can't buy much jewelry</td>
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<tr>
<td>23. A person who is very shy</td>
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<td>24. Someone who has been to a show</td>
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<td>25. A family member</td>
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<td>26. Someone who loves to have parties</td>
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<tr>
<td>27. A past hostess for any Jewelry Show business</td>
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<td>28. Business associates of you or your husband</td>
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<td>29. Your best friend</td>
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<td>30. Mothers of your kids’ friends</td>
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<td>31. A referral</td>
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<td>32. A single mom</td>
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<td>33. A nail tech</td>
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<td>34. A day care worker</td>
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<tr>
<td>35. Someone who compliments your jewelry</td>
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<td>36. Someone who has too much time</td>
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<td>37. A new mother</td>
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<td>38. A sales clerk in a department store</td>
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<td>39. A person waiting in line with you</td>
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<tr>
<td>40. Someone who said maybe or later</td>
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What to say when calling to book

SMILE! It comes across in your voice!

“Hi (her name)! It’s (your name). Is this a good time to talk? I’ll only keep you a minute.

(Her name), I have a huge favor to ask you! I really need your help! I am starting a new business to help us make some extra money. I am now a Premier Jewelry Lady.

Have you ever heard of Premier Designs? The jewelry is awesome and it has a great guarantee! Here is the favor. I’m in a contest to win free jewelry for my business, and I need nine friends that will help me get my business started in the next 30-45 days. That simply means that you will allow me to come over to your house, lay my jewelry out on your kitchen table, and invite a few friends for a simple and fun get-together.

Would you be willing to help me out by being one of those nine friends? I will even prepare and mail the invitations for you! Premier will give you lots of free jewelry for helping me out. What do you think?

Pause, and let her answer…

Would a weekday or weekend work better for you?

What time of the day is going to work best for you?

More helpful phrases you can use when booking a Home Show.

• “This isn’t a party, it’s a Fashion Show”
• “Come learn about the latest fashion tips”
• “You will see some great ideas about how to update your wardrobe through the use of accessories”
• “The jewelry is very affordable and has a great guarantee”
• “A fun and relaxed time where you can try on the jewelry”

Remember to ask each person you talk to for the names and numbers of anyone she knows that loves jewelry or might be interested in making some extra money.
How to fill your calendar

First, determine how many Jewelry Shows you want to see on your calendar each month. If you want to consistently hold four Jewelry Shows each month you will want to book six in anticipation of a postponement and/or cancellation. Typically about one in every 10 people you speak to about holding a jewelry show will say yes. That means if you need to add four Jewelry Shows to your calendar, you need to plan on speaking with 40 people.

It is important to work your calendar a month in advance. For example, make it your goal that by the 15th of whatever month you are currently in that you have the Jewelry Shows you need already scheduled for the next month. It is so important that you do not wait until your next jewelry show to book the shows you need to meet your monthly goal.

You can effectively get the show on your calendar by thinking about it as a problem solving process. It is your job to walk her through the process of selecting a date that works first for you and then for her. The process of problem solving requires asking a series of questions.

- What are you thinking, (current month) or (next month)?
- What works better for you, a weekday or a weekend?
- How does Thursday, May 8th, work for you? Pause and let her respond.
- How does Tuesday, May 13th, work for you? Pause and let her respond.

Keep asking until you find a date that works. In the process, you can respond to objections as they arise. Two common objections are “I don’t know if that will work for my friends” or “I don’t have my calendar with me.” You could respond with “Let’s just pencil in a date that you think might work and then you can go home and check your calendar and call me if we need to change it.”

Remember that most people are extremely busy, so this process could take many questions in order to find a date that works. Resist the urge to give up too quickly or decide for someone that she is not able to do a Jewelry Show. Remember, you have a great product that you can give her for FREE and half-price!

How to control your calendar

Knowing how to take control of your calendar is one of the most important aspects of “owning your own business.”

We suggest a “month at a glance” calendar. There are many to choose from, just make sure that the individual day spaces are large enough to write several appointments. Fill your calendar with all current events – Premier trainings and promotion dates, your Quick Start cut-off, family gatherings and appointments, etc. When Jewelers appear busy and in demand, their open dates seem more desirable to Hostesses, prospects and Customers.

Use a symbol (star, circle, heart, etc.) to mark the open dates you have for shows and appointments.

When you are trying to “set the date,” simply say… “I work my Premier business on Mondays, Tuesdays and Thursdays (for example). Which of these nights would work best for you?” If she has a conflict with all the above, then you may offer her another day or weekend – it is up to you. If she picks Tuesday, for example, offer her the very first Tuesday you have available first – even if it is next week! Then go through the rest of the dates one by one until both schedules mesh.

Never say… “When would you like to have your Jewelry Show?” They will automatically want the last possible date. Sometimes they think it will take weeks and weeks to prepare for a show. Assure her that it will not! Your goal is to get your dates filled quickly and completely before moving on to the next month.

Let her see you write her name into the date book. If your date book has enough space, let her write her name and info into the space. Sometimes, this will help her feel more committed to the date!
Hostess Coaching for a Training Show

Before you know it, you will be conducting a Training Show for your new Jeweler. Hostess Coaching for a Training Show is very important, just as it is for any other Jewelry Show. Not only is it necessary to communicate the details of the Training Show with your new Jeweler, but also to set an example of the correct way to coach her future Hostesses.

Don't forget that a new Jeweler must have her Jeweler number assigned to her before she can hold her Training Show.

Important Things to Cover
- All four steps to “Effective Hostess Coaching.”
- Stress that she would benefit from reading the Jeweler Handbook and listening to the audio CD and watching the Jewelry Show DVD before her Training Show.
- Make sure she understands that her primary role is to be the Hostess while she watches carefully all that you do. Suggest that she tape record or videotape her Training Show for later reference.
- Remind her that she is the Hostess and will receive all of the profits, Hostess Benefits, and future bookings!

Other Items of Importance
- Remember to submit the Training Show under the NEW Jeweler’s number.
- Since you will be setting a date with the guests who book a Jewelry Show at the Training Show, it is essential that your new Jeweler has her calendar handy.

Ways to Encourage a Great Training Show
- Have your new Jeweler write her name, new Jeweler number and phone number on the customer receipts and catalogues.
- Have her prepare “Hostess Packs” ahead of time to give her future Hostesses.
- Reassure her that everything she needs is in the Jeweler Handbook.
- You should discuss the amount of jewelry to be displayed at her Training Show. By using her jewelry, she gains confidence for her future shows. However, she may want you to use some of your pieces to complete sets for modeling. Be in agreement and just remember to keep it simple for her.

Last Minute Details Before the Training Show
- As you arrive and last-minute Hostess Coach your new Jeweler, reassure her and help her relax!
- Show her how you are setting up the jewelry display and give her other ideas as well. Point out why you set up the way you do. She may want to take a picture or video of your display. This will help her remember later.
- When she is prepared ahead of time, she’ll be more relaxed and excited about her new business.
- The following items need to be available at the checkout area:
  1. Calculator
  2. Hostess Planner Packets
  3. Calendar
  4. Change—small bills/coins
  5. Extra Customer Receipts
  6. Pens
  7. Catalogues
Jewelry Show Presentation for a Training Show

The Jewelry Show Presentation for a Training Show is basically the same as any Hostess’ Jewelry Show. All parts of a Jewelry Show need to be covered for the new Jeweler to understand completely the recommended Jewelry Show format. A minimum of $100 retail is required.

As you begin the show, praise and thank the new Jeweler! Then, say a few words about her starting her new business and how support and encouragement from her friends and family means so much to her.

As you present the Hostess Plan, explain to the guests that the new Premier Designs Jeweler is learning about her new business so she will be well prepared to do Jewelry Shows for them.

Utilize the new Premier Designs Jeweler during the fashion show by having her point out helpful hints. Show her how to use modeling cue cards as an aid in jewelry combinations and in remembering the names of the jewelry.

We suggest your booking activity for a Training Show be easy to explain and duplicate, and that it be one that she feels comfortable using.

Getting bookings on the new Jeweler’s calendar should be the focus for a Training Show.

As you present the Hostess Plan, explain to the guests that the new Premier Designs Jeweler is learning about her new business so she will be well prepared to do Jewelry Shows for them.

The new Jeweler should be trained to listen during the Jewelry Show and recognize sponsoring prospects. Be sure to do a strong, personal sponsoring talk as an example and to show her how effective it can be in finding the people at the show with a need or interest in Premier Designs.

The Guest Survey sheets are extremely helpful for a new Jeweler in getting her business off to a great start. They are helpful in booking as well as sponsoring. Show her how she can have a drawing from all the completed Guest Surveys for a small appreciation gift or purchase discount.

Another option would be to exchange a catalogue for each Guest Survey instead of doing a drawing.

She would say, “I am going to come around and pick up your Guest Surveys in exchange for a catalogue.” This will help to get leads for bookings and sponsoring. Tell her to be sure to follow up on Guest Survey names during Customer Service Time!

During the Shopping Time, show several ideas and jewelry combinations at the table to your guests and the new Jeweler. Explain to her that only two or three catalogues are needed on the table. Also, have her assist you while checking out guests during Customer Service Time.

Always remember to keep it simple and easy for the new Jeweler to duplicate! Keep in close contact — you are her cheerleader!

Training Allowance

When you sponsor a new Jeweler into Premier Designs, you are eligible to receive a $200 Training Allowance. This Training Allowance is provided to offset some of the expenses you will incur as you train your new Jeweler. You will receive the allowance after you and your new jeweler conduct her Training Show and complete the Training Show Verification Survey.

Reminder

In addition to conducting her Training Show, you should work closely with your new Jeweler, especially in her first 90 days. This includes reviewing the Jeweler Handbook with her and providing ongoing training on the basic principles of how to get her business off to a great start. Call her frequently to encourage her and make sure she knows that she made a good decision to become a Jeweler.

A Pass or Play booking activity usually works well for all Jewelers.
Hostess Coaching

Hostess Coaching is one of the most important parts of your Jewelry Show! It starts the moment your Hostess books her Jewelry Show and will set the stage for a successful Show. Your goal is to help your Hostess receive as much free jewelry as she possibly can.

Four Steps to Effective Hostess Coaching

1. Set the Appointment

When you get a booking, here are five things you will want to do:

- Get your Hostess’ contact information (day and evening phone numbers, e-mail address, etc).
- Get her Jewelry Show date in writing on your calendar.
- Be sure she understands the Hostess Plan. This will motivate her to start setting goals that will result in a successful Jewelry Show.

Give her a Hostess Planner Packet and include the following material:

- 1 or 2 Premier Designs Catalogues
- A Guest List
- Invitations
- Address Sheets (optional – if you choose to mail or e-mail invitations for her)
- Opportunity Brochure
- 5-7 Customer Receipts
- Tax Chart

Set a time to follow up with her. Do this as soon as possible after she has booked her Jewelry Show! This will get her excited about her upcoming Show.

2. Discuss the Details

Your first meeting with your Hostess isn’t just a time to discuss the details of her Jewelry Show. More important, it may be your first opportunity to build rapport and a relationship with her. She will see that you really care about her Jewelry Show as well as your business.

Teach her how to earn her four $25 Hostess Bonus Awards – that is the goal for her Jewelry Show.

Original Date Bonus

“Let’s talk about the easiest $25 you will earn – keeping your Jewelry Show on the original scheduled date! This is simple…I am confident you won’t need to reschedule!”
Her Invitation List

Getting 10 guests there over the age of 18 helps her earn $25 in free jewelry. Also discuss how the invitations will be sent. Emphasize how important it is to “over invite” and that one out of four invited guests will typically attend.

- Talk to her about the different groups she can invite (church friends, coworkers or their spouses, neighbors, casual acquaintances, etc.)
- Tell her “inviting from at least four different groups not only can help your sales, but it also can increase your bookings.” Encourage her to send invitations as well as personally invite.
- Explain the importance of making reminder calls or e-mails a day or two before the show. Why? People are busy and forget at the last minute; a quick reminder will dramatically increase attendance.
- Encourage her to have her guests bring a friend, a neighbor, a coworker, or a family member.

Share helpful phrases she can use while inviting her guests. Some include:

- “This isn’t a party, it’s a Fashion Show”
- “Come learn about the latest fashion tips”
- “You will see some great ideas about how to update your wardrobe through the use of accessories”
- “The jewelry is very affordable and has a great guarantee”
- “It’s a fun and relaxed time where you can try on the jewelry”

Advance Sales – orders given to the Jeweler before the Jewelry Show begins. Remind her that she only needs to get $100 in advance sales to earn another $25 in free jewelry.

- Explain to her how easy it is to get $100 in Advance Sales. Three or four orders before her show will usually accomplish this. (“Don’t stop at $100, though! All orders will count toward your total retail.”)
- Encourage her to personally show her catalogue around, especially to those who are unable to attend.
- Remind her that it is important to follow up with those taking a catalogue. She can say “did you find something you liked? Can I write up an order for you?”
- Make sure she knows to not take it personally if they say no. Simply pass the catalogue on to someone else. Encourage her that the more people who see the catalogue the greater the opportunity to collect advance orders.

- Explain that our jewelry is pictured in the catalogue at actual size unless otherwise noted.
- Explain the Golden Guarantee and exchange policy as stated on the back of the Customer Receipt (it would be helpful to show her a Customer Receipt at this time).
- Explain that by getting $100 in Advance Orders, she has already earned $80 in free jewelry through the Hostess Benefits. Here’s how:
  > She receives 30% in Hostess Benefits x $100 in Advance Sales ($30.00).
  > She receives a $25 Hostess Bonus Award for having $100 in Advance Sales.
  > She receives a $25 Hostess Bonus Award for keeping her originally-scheduled Jewelry Show date.

Future Bookings – only three will earn her another $25 Hostess Bonus Award! Tell her, “As you invite your guests, ask them if they would like to count as one of your bookings. You will get credit even if they are unable to come to your Jewelry Show! You just need a name and number for me to call and schedule.” Your Hostess can even have her bookings already lined up before her Jewelry Show.
Show. You might even offer her a special gift if she has all three future bookings before her Jewelry Show starts. Also, explain that she can rebook a show in the future and have it count toward her bonus.

Help her strive for a Jewelry Show with retail of $500 or more! Discuss the 30% and half-price jewelry. Tell her that you believe in her and she is going to do great with her show.

**Her Wish List**
- Encourage her to list all the FREE jewelry she wants to earn through the Hostess Benefits.
- Refer her to the “My Top 10 Favorites” on the back of the Hostess Packet. This helps her set a goal AND you can remind her of this each time you contact her.

**Her Cost**
Remind her that she pays sales tax on her jewelry (free and half-price), any retail overage and her Shipping and Handling cost ($4.00 plus tax).

**The Premier Opportunity**
This is a great time to offer the Premier opportunity to her. Presenting the Premier Designs Opportunity before her Jewelry Show will plant seeds in her mind. Ask her, “Have you ever thought about doing something like this?” Be sure to pause and let her respond to your question. Let her know that you are asking because the Jewelry Show she has scheduled could be her Training Show. Explain to her that she could make all of the profits and take all of the bookings, in addition to earning all the Hostess Benefits.

**Where the Jewelry Will Be Displayed**
Jewelry is enhanced by proper lighting and an attractive display. Pay special attention to:
- Lighting
- Table size
- Accessibility to shop

**Where The Presentation Will Be Held**
- See where you will do your presentation.
- Check for adequate lighting and comfortable room temperature.
- Suggest the need to add more chairs for seating, if necessary.

**Refreshments**
- Serve them at the beginning, before the Jewelry Show presentation. This is very important to help ensure that guests who arrive a few minutes late will not miss the presentation. It also encourages them to mingle and get acquainted.
- Simple is Best! Why? Generally, the more food you have, the more your guests will concentrate on the food rather than the jewelry. Also, it may discourage someone who may want to book because it looks too “time consuming” and difficult.
- You might suggest that she simply use the three Ss—something sweet, something salty, and some soda.

**What She Should Wear**
Solid colors enhance our beautiful jewelry. Since your Hostess will be the most important model at her Jewelry Show, suggest to her that she wear a simple, solid color top. Also, suggest that she ask some of her guests to wear solid colors.

3 **Call To Encourage**

**Call your Hostess a week before her Jewelry Show.** Why? It will let her know how excited you are about her Jewelry Show. It will also give you the opportunity to offer her suggestions if she is struggling to earn one of her Hostess Bonus Awards. You can always talk a Hostess into keeping her Jewelry Show and making it a success a week before her Show, but you can’t save her Jewelry Show if you only talk to her a day or two before. Encourage and praise her for all the things she has done!

**Ask about her progress on Advance Orders.** For example, “How are your advance orders coming along?” If she is struggling to get advance orders, here are some things you can say to help her get more advance orders:
- “Have you taken your catalogue to

**Jewelry Show Timetable**
Discuss when the show will start, when you will arrive, and a general timeline for the show. Be considerate of your Hostess, her family and work schedule. Arriving too early or leaving too late may be stressful for her. You want to make a good impression so she will want to have you back into her home.
work with you?"
• "Could your husband take it to
work with him and show the
women in his office?"
• "Are you showing it to your
church friends?"
• "What about showing the
catalogue at your kids’ events,
ball practice, dance, gymnastics,
ext? Moms get very bored while
waiting, and I bet they would love
to see your catalogue."
• "Do you have any relatives or
friends that live out of town that
we can mail one to? They
can give you an order over the
phone before your Jewelry Show."
• "Show it to those on your guest
list who have indicated they may
not be able to make it. Tell them
to look and place an order just
in case something comes up and
they can’t make it to your show
after all."

**Jewelry Show Attendance.**
Remind her that if 10 guests are
present for the presentation (at
least 18 years of age), she will earn
an additional $25 Hostess Bonus
Award. If she is concerned about
attendance at her Jewelry Show,
encourage her to call her friends and
suggest they bring a friend. Consider
offering her a “bring a friend”
drawing to encourage her to call her
guests back with that exciting news!
This will increase her attendance.

**Encourage reminder calls and
stress their importance.**
A great way to keep these calls brief
is to start your conversation with “Hi
Mary, I am just making some quick
reminder calls to get a head count
for my jewelry show. Can I count on
you to be there?”

• This will increase the attendance
of the Jewelry Show by 50%!
• People forget and appreciate a
quick call to remind them.
• Knowing who’s coming helps the
Hostess properly prepare.

**Remind her of her FREE
Jewelry goals.**

**Finally, ask if she has any
questions.** Tell her that you will be
calling her a day or two before her
Jewelry Show to see what her final
head count is after she has made her
reminder calls. Remind her of when
you will arrive at her home and,
above all, make sure you tell her you
appreciate her and are excited about
her Jewelry Show and meeting her
friends!

**4 Last Minute
Coaching**

**Compliment and encourage your
Hostess when you arrive!** Keep
in mind that she might be a little
nervous and assure her that you are
there to help. Step in and be the
“calming force” so she can relax and
concentrate on her guests and the
jewelry.

**Remember that her Jewelry Show
is all about teamwork!** Remind
her that she will be helping you
during the Jewelry Show by:
• Passing out the folders (if
applicable).
• Staying at the display table. This is
one of the most important things
she can do. Tell her that her
guests will follow her wherever
she goes!
• Helping you get the guests in their
seats on time. She will have some
late comers, but encourage her
not to worry, that you will start on
time and they can come in as they
arrive.
• Wearing the jewelry and having
fun trying it on herself.
• Helping her friends pick their
selections.
• Assisting with checkout—
especially if there is a larger
crowd.
• Keeping the conversation on
jewelry. Her comments are
important!
• Making suggestions of appropriate
jewelry items for her friends, as
well as giving her opinion.

**Remind her how important
it is to keep the conversation
on jewelry.** Her comments are
important and will directly impact
her retail sales and how much free
jewelry she receives!

**Place nametags near the
refreshments.** (NOTE: Remind
your Hostess that it is best to serve
the refreshments in the beginning as
her guests arrive.)

**Remind your Hostess to help you
get three bookings** she needs in
order to earn another $25 Hostess
Bonus Award.
• Who is going to be attending?
• Who has hosted other
demonstrations in their home?
• Who loves jewelry and fashion?
These are excellent people to focus on during the booking activity. Remind her that if she would like to re-book, it will count as one of the three future bookings.

Hostess Coaching is THE single most important step to having a successful Jewelry Show! It will increase your retail AND your future bookings if you have coached your Hostess effectively before her show.

*Remember to keep it simple, be flexible and have fun!*
Jewelry Shows have been the foundation of the Premier Designs marketing program since our beginning in 1985. Without doubt, it has proven to be the most successful way of marketing our Jewelry.

What Is a Jewelry Show?
A Premier Designs Jewelry Show is a presentation by a Premier Designs Jeweler to a Hostess and her guests and includes the following:

• Showing of the Premier Designs Jewelry collection.
• Explanation of the Premier Designs Golden Guarantee.
• Presentation of the Premier Designs Hostess Plan and the $25 Hostess Bonus Awards.
• Showing Premier Designs jewelry fashion ideas.
• Sharing the Premier Designs opportunity.

A Jewelry Show must have at least $100 in retail sales for the Hostess to qualify for any half-price items or any other Hostess Benefits.

Elements of a Successful Jewelry Show Presentation
Every portion of your Jewelry Show is important and should be included in a complete presentation. We realize that everyone is unique and special, and we encourage you to incorporate your own personality and talents into your Jewelry Show presentation. Your presentation should be no longer than 30 - 45 minutes from the time you start until it's time to shop.

NOTE: We encourage you to watch the Jewelry Show Presentation DVD. Also, make good use of your travel time by listening to the audio CD on the way to your Jewelry Show.

Below is an outline of a successful Jewelry Show presentation. Each of the following areas are covered in detail in the following pages.

1. Meet and Greet
2. Starting the Jewelry Show
3. Hand Out/Explain Materials
4. Present the Golden Guarantee
5. Modeling/Fashion Tips
6. Presentation of the Hostess Plan
7. Presentation of a Booking Activity
8. Presentation of a Sponsoring Activity
9. Closing and Shopping Time
10. Customer Service Time/Ordering Details
THE THREE ELEMENTS OF COMMUNICATION ARE:
WORDS • VOCAL QUALITY • BODY LANGUAGE

Communication Studies show that out of all the elements of a communicated message, only 7% of the message is words! The other part of the message is 38% vocal quality and 55% body language. What this information tells us is that if we want our words to be communicated effectively, we need to learn proper use of vocal quality and body language.

Words:
Make an outline and stick to it – this will help you stay on track.
Choose words that invoke a positive response such as:
“The great thing about high fashion jewelry is…”
“You will love the versatility of this necklace…”

Use correct grammar – this gives credibility.

Speak in terms of “we” and “you.” Look at things from their viewpoint and create a “we” atmosphere.

Share reasons why – this assists customers in understanding how certain fashion tips can benefit them or how selecting certain pieces of jewelry gives them greater versatility in their wardrobe. Helping them to see the benefits of booking a show or becoming a Premier jewelry lady expands their perspective and helps them to be more receptive to your booking and sponsoring activities.

Plan ahead and know how you will respond to a situation before it occurs. Plan what you will say for jewelry descriptions, objections, booking activity, sponsoring and closing a One-on-One. It is recommended that you practice your Jewelry Show presentation out loud several times before your first one.
Vocal Quality:
There are four areas of vocal quality that, if varied, can assist you in maintaining the attention of your audience.

**VOLUME:** It is important to speak loudly enough so that everyone in the room can hear you. This portrays confidence and authority. On occasion, when the room is out of control, speak softly or whisper so they will need to stop talking to hear you.

**INTENSITY:** Changing or varying the pitch of your voice is an effective way of consistently engaging your audience. Sometimes we may have an unpleasant pitch (high, low, nasal, monotone) simply out of habit. A good test is to record your voice on tape. If you find it unpleasant, chances are others will also. You will want to develop a warm, friendly, engaging tone that is pleasing to the ear. Variety of pitch is important throughout your Jewelry Show, Hostess Coaching, or One-on-One. Speaking in a monotone loses the attention of your audience quickly, while changing your pitch can lead your audience to the desired emotion and interest you seek.

**PAUSE:** Pausing can help you in two key aspects of your presentation. First, it allows you to take a moment to collect your thoughts and move forward in your presentation. Secondly, it is an effective method to gain control of the group that is out of control. Simply pause until the room gets quiet again.

**SPEED:** Your rate of speech is another way to engage your audience. Speak slowly enough to be understood clearly, yet fast enough to give excitement and energy. When you want to get the attention of your audience, change your rate of speech. Speak more slowly for a point you want to emphasize.

Body Language:

**EYE CONTACT:** “The eyes are the window of the soul.” Looking everyone directly in the eye communicates confidence and openness, and builds trust as well.

**POSTURE:** By holding your shoulders up and your body erect, you exude confidence, energy and control.

**STANCE:** Standing at your Jewelry Shows gives professionalism and authority to your presentation. Stand with your feet a little less than shoulder width apart, directly facing your audience. Be careful not to shuffle or shift body weight, which communicates uncertainty and nervousness.

**VISUALS:** Most people learn visually. Some examples you can incorporate into your show include:
- Modeling jewelry on your guests
- Having booking and sponsoring activities
- Using the posters when sharing the Hostess Benefits.

**GESTURES:** Keep hands open or at your side. Clasping your hands in front of you or behind your back gives the appearance of a decrease in energy. When your arms are crossed, you are closing yourself off from your audience. Make gestures bigger, depending on the size of your group. Use gestures that are direct and with purpose to reinforce your words.

**APPEARANCE:** Pay attention to your clothing details and appearance. If you are well-groomed and neat, you communicate, “I think so much of you, I made a special effort to prepare for our time together.” Taking the time to look like the “Jewelry Lady” not only communicates what you think of yourself, it also communicates how much you value your Hostess’ and Customers’ time.

**SMILE:** Smiles are contagious. Rarely can you give a smile without receiving one back. If you want to communicate fun, smile the entire time. People are drawn to and love to be around happy people. Smiling is a learned art and the most effective communication technique available.

The words we say are the most important part of what we communicate, yet how we say them determines the message. If our tone and body language are communicating nervousness, uncertainty and lack of confidence, yet we are saying, “Our Hostess Plan is terrific,” our words are in direct conflict with the message we are sending. On the other hand, if our tone, pitch and body language are all communicating confidence, enthusiasm, and belief in the words we are saying, our message is effectively communicated.
1 Meet and Greet

Greeting Guests/Name Tags
Meeting your guests at the door is a good way to build a rapport with them and help them be more relaxed before you begin your opening talk.

Print guests’ names boldly on the nametags for easy identification. Using their names makes the guests feel special and shows you care about them.

Be conversational and warm. Ask each guest questions about themselves and their family, career, etc.

Use FORM for ideas on questions you can ask.

Family: “Do you have children?”

Occupation: “What do you do during the day?”

Recreation: “What do you like to do when you are not working?”

Motivation: “What would you do with an extra $1,000 a month?”

Refreshments
Help your Hostess serve the refreshments before you begin your presentation.

Direct your guests to the jewelry table first so they can get excited about the jewelry! Visit with them around the table and suggest ensembles to wear for the fashion show. Find out about their taste and lifestyle so you can make good selections for them.

2 Starting the Home Show

Praise and Thank Your Hostess
Thank all the guests for coming and share how you know your Hostess.

Introductions

Yourself: Tell briefly how long you’ve been a Jeweler and what you enjoy most about your business.

Premier Designs: Be proud in sharing that the heart of your company is based upon SERVICE and that it is a company of highest standards and integrity! Give the location and age of Premier Designs and explain that we are a high fashion jewelry Company!

Guests: Let the guests introduce themselves, telling:

• Name.
• How they know the Hostess.
• Ask what style of jewelry they like (e.g., size, color, type) or show the piece of jewelry they selected from the jewelry table.
• If they work inside the home or outside the home, ask what they do during the day.
• Ask them what they enjoy most about their work.
• The most exciting part of their day today.

Note: Rotating 2 or 3 of these questions adds spice and variety to your Home Show. This will help you build rapport with your guests and identify those who may have a need for Premier Designs as a future opportunity. Remember, our Purpose and Philosophy is to enrich every life we touch. Keep your introductions moving along by prompting your guests when needed.
Hand Out Materials

Distribute Guest Folders if you did not do so earlier (optional). You may want to have the Hostess help you; this keeps her actively involved in her show.

Explain the Jewelry Price Lists (available on the Jeweler website)

- Sorted alphabetically by item name, item number, category or price.
- Available ring sizes
- Earring types – clip, post, fishhook, etc.
- Available length of necklaces and bracelets (length/extender)
- Retail price

Tell the guests, “Please find my business card and put it in your pocket or wallet. I want to be your ‘Jewelry Lady’ for a long time and give you the best service. I also want you to have it because Premier has an awesome guarantee on our jewelry. Please feel free to contact me any time for your jewelry needs.”

You might want to briefly explain that there are three types of jewelry:

- Precious or fine jewelry.
- Costume/inexpensive jewelry (plastic, wood, papier maché, etc.)
- High fashion jewelry looks expensive, but is affordable and usually found in department stores. Plus, the majority of all jewelry sold in America is high fashion jewelry and is one of the top gift items.

The Golden Guarantee

The Golden Guarantee is provided as a service to our Jewelers and Customers. It is one of the finest warranties available but is not intended to cover normal wear and tear of jewelry items or accidental breakage.

**Our Golden Guarantee**

Premier Designs high fashion jewelry is manufactured in compliance with strict standards and quality control. Within the first 60 days of purchase, Premier Designs will gladly replace an item with a manufacturing defect at no charge.

After 60 days, Premier Designs will gladly replace an item with a manufacturing defect for a service fee of $5.00, plus tax.

Proof of purchase is required, and normal wear and tear is excluded.

**IMPORTANT NOTES:**

- If a defective item is returned, it will be replaced with the same item if it is still available. If the item is no longer available, an item of equal or greater value may be selected.
- Any item can be returned, for any reason, within five days of receipt and be exchanged for any different item.
- If an item of greater value is selected, the retail difference and applicable sales tax will be required.
- We encourage you to use the Jewelry Show Posters you received in your Literature Packet when presenting the Golden Guarantee. Be careful not to present the Golden Guarantee as “too good to be true” and do not use the term “lifetime guarantee.”
- In your presentation, emphasize the importance of keeping their receipts as proof of purchase.
- Make sure the guests know that if they receive an item and do not like it, they can exchange it for a different piece within the first five days after they receive it.
- As always, reassure guests that you will take care of any customer service needs they have!

Explain Normal Wear and Tear

High fashion jewelry requires care, periodic cleaning, and rotation in your wardrobe. As with all other fashion accessories, time and wear will result in the need for purchasing additional high fashion jewelry items. Stones and clasps may exhibit problems after many seasons of use. This is considered normal wear and tear and not a manufacturing defect. Perfume, hairspray, swimming and perspiration can cause the plating of high fashion jewelry to deteriorate prematurely.

Explain Care of Jewelry

High fashion jewelry is not manufactured to withstand harsh chemicals and cleaners. To clean your jewelry, use a mild liquid soap or Premier Designs Jewelry Cleaner. For your silver, we recommend the Premier Designs Polishing...
Cotton (available through Premier Incentives). Pearls should be cleaned with a cloth slightly dampened with water and never immersed in liquid.

5 Model the Jewelry

Your fashion show should take up the majority of the time at your Jewelry Show. Remember, the guests came to see jewelry!

- For ideas of items to model and other basic fashion tips, refer to the Premier Designs Jewelry Show DVD you received, or you can view the videos and combinations on the Jeweler website.
- The more jewelry that is modeled, the more appealing the jewelry becomes.
- Use a wide variety of styles and prices, showing versatility. It is best to begin with the more affordable items for your average buying customer.
- Keep current with fashion trends by looking through catalogues, newspapers and magazines, and attending trainings in your area.
- It is helpful to use a modeling tray to hold any pre-selected items for your fashion show.
- Some Jewelers use scarf demonstrations or bring a jacket on a hanger or mannequin to show our pins. Your focus should remain on the jewelry.
- The modeling section of your Jewelry Show is a time when your guests get more involved. Keep the presentation flowing during modeling time with fashion facts and filler talk. Use your Hostess and three to five guests to model.
- Let each guest model the jewelry you and she have selected. Let her have fun with it, encourage her to walk around the room and let people see it up close. Sometimes you will have a guest who is not comfortable modeling and is hesitant to put something on. Don’t force it, but you could just ask her if there is a ring or bracelet she would like to wear while she is seated. Then you can share a little about that piece.
- Consider having the guests put their modeling ensembles on ahead of time. This will save time during your presentation.
- Be flexible! If you have learned during introductions that most of the guests only wear gold and you have pulled all silver ensembles, simply go back to your table and pull a few gold ensembles!
- Know your guests and customers…that is why the meet

MIX IT UP!

Here are some jewelry techniques that will help you show new combinations at every show:

**EXTEND** – clasp the matching bracelet to the necklace to extend its length by 7” to 8.” Be sure the clasps are the same.

**EXCHANGE PENDANTS AND SLIDES** – Take the pendant that comes with a necklace off and slide onto a different necklace to create a new look. Pins can be added as pendants for necklaces as well.

**LAYER** – Take two necklaces that are similar and layer together to create more volume and drama.

**TWIST OR WRAP** – Take two necklaces of the same length and gently twist together to create a bolder new look.

**FRAME** – Take a smaller, shorter pendant style necklace and layer a longer necklace to frame. This draws attention to the smaller one.

**DOUBLE** – 30” to 36” or longer necklaces can be doubled and some even tripled for a different look.

**PINS** – are beautiful and very versatile…be creative with them! Use them as pendants for necklaces or as accents on handbags, scarves, wraps, belts, hats, and coats. When using on jackets, place the pin on the left shoulder just at the base of the shoulder pad. This lifts the eye and draws attention to the face.

**NOTE:** Please do not allow post earrings to be modeled. They can be demonstrated with the Premier Designs Post Earring Demonstrator (available through Premier Incentives).
and greet time before the Jewelry Show is so important.

Present the Hostess Plan

The Hostess Plan should be clearly explained by using the Jewelry Show Posters. Keep in mind that many of the guests probably saw several jewelry pieces they would love to have—they may book a Jewelry Show to get them!

Emphasize the advantages of hosting their own Jewelry Show:

- How easy you will make it for them.
- Why it’s a great time to have a show to help out their Hostess.
- That we have one of the best Hostess Plans in America.

The average Hostess receives between $150 and $200 in Hostess Benefit jewelry.

Use a transitional phrase before you explain the Hostess Benefits poster. For example:

- “You won’t believe how much free jewelry Premier gives you when you have a Jewelry Show!”
- “This is the most important part of our Jewelry Show.”
- “Ladies, I have something exciting to share with you.”

- “Girls, you’re going to love what’s next. Look up here.”
- “I need everyone’s attention. You don’t want to miss this.”

FIRST

You will receive 30% of the retail sales of your Jewelry Show in retail jewelry.

For example: a $400 show = $120 in free jewelry through the Hostess Benefits.

The exciting thing is that, as a Hostess, you can select anything in the line! (The Hostess pays sales tax, overage and $4 for shipping.)

SECOND

You have the opportunity to buy 4-8 items at half-price. Items you purchase at half-price count toward your total Jewelry Show retail sales. You receive 30% of this total in free jewelry. And, that’s not all!

THIRD

You can earn up to FOUR Hostess BONUS AWARDS each worth $25 retail in Premier jewelry.

- $25 retail value for holding your Jewelry Show on the originally scheduled date.
- $25 retail value for having $100 in advance orders before your Jewelry Show.
- $25 retail value for having 10 guests present who are at least 18 years of age.
- $25 retail value for having just three people who would also like to book a Jewelry Show.

That’s a potential of an additional $100 in Hostess Benefit jewelry!

(NOTE: A Hostess can even re-book at her Jewelry Show to count as one of the three future bookings.)

Encourage BOOKINGS Throughout Your Jewelry Show

Be yourself. Build rapport with your guests and have a good time. Show genuine enthusiasm and excitement.

Present the Hostess with a Hostess Receipt and a special Hostess Gift, such as a promotional tennis bracelet (optional).

Present the Hostess Plan clearly, including the Hostess Bonus Awards, using visual aids and examples.

Use the Jewelry Show Posters and explain how a Hostess can earn jewelry just for having a Show!

The average Hostess receives between $150 and $200 (retail value) in Hostess Benefit jewelry.

USE EXAMPLES:

- Show pieces in your tray that total that amount.
- Model ensembles showing that amount.
- Stack Premier boxes that represent that amount.
- If you have any former Hostesses at the show, call attention to pieces they received with Hostess Benefits from Premier Designs.
GUEST SURVEY

Use Guest Survey forms to collect more information for bookings and sponsoring. You can use them at the end of your show or have guests answer questions throughout the show with your prompting.

Have your guests fill out the Guest Survey Sheet as you talk them through each question. These forms may be collected for a drawing.

Quickly fan through your surveys to identify anyone who has expressed a present or future interest in booking a show or hearing more about the Premier Designs opportunity.

These people may or may not already have responded to your booking or sponsoring activity. Use this information to approach each guest who responded “yes” or “maybe later” during the shopping time or at checkout time to prompt.

See the verbiage in the Getting Started section, under How to Fill Your Calendar, for help with approaching your guests.

Guest Survey forms are available to download from the Premier website.

7 Bookings Activity

Bookings are the lifeline of your business and there are a variety of ways to encourage guests to book a Home Show. The most important element in booking is attitude! If you are positive, have fun, are sincere, and focus on others rather than yourself, bookings will come!

What is a Booking Activity?

At almost every Home Show, there are guests who are thinking about having their own Home Show. A Booking Activity is an interactive game between you and the guests that is designed to encourage her to go ahead and book. It shifts the attention from you to the guests.

A clear explanation of your activity will help your guests respond positively. Be confident, show enthusiasm and be sure you have everyone’s attention when you present your booking activity! Say things like…

- “This is the most important part of our Home Show.”
- “Ladies, I have something exciting to share with you.”
- “Girls, you’re going to love what’s next. Look up here.”
- “I need everyone’s attention. You don’t want to miss this.”
- “Now we are going to play a game.”

Booking Activity Ideas

Choose a Booking Activity that YOU feel comfortable using and that enhances YOUR personality. Here are some tips to remember when choosing a booking activity:

1. It needs to be simple, clear, and easy to understand. If it gets complicated with too many choices or steps, you may lose their interest.
2. The game or activity should be “pleasing to the eye.” Make sure it is fresh and neat looking – not crumpled, soiled, or faded!
3. It needs to be intriguing with a little mystery. For example, “you have the chance to win a _____ or a ______ when we play our game.”
4. Above all – it must be FUN!!!!

Some booking activities you can choose from:

PLAY OR PASS

- “Now, we are going to play a game!”
- “I’m going to walk around with my bag/basket and each of you is going to take a box to hold. Don’t open your box yet!”

Walk around to each guest and let them take a box.

- “We have three featured items tonight! If you play the game, you are guaranteed to win one of the three featured items!”

Key: Be sure you totally describe the three featured items! Sell the sizzle!

- “I’m going to come around and ask you if you want to play! It’s okay if you don’t – just hand me back your box. It just means that you won’t get a free piece of jewelry. If you want to play, hold on to your box. You’re going to get the free piece of jewelry. You are the REALLY BIG WINNER because not only will you receive the free featured item, but also I will be coming to your home or workplace to have fun with your
friends, and you’ll earn even more FREE JEWELRY through Hostess benefits!

• “Would you like to play?” If they say “No” or “I’m not sure,” go back to them later and ask them if they’ve decided yet, but keep moving around to each guest!

Then when you have your guests who want to play,

• “Everyone open up your box! You get to choose which of the three featured items you would like for me to bring to your show!”

• Walk them through #2 on the Guest Survey, “If you played my game, then check ‘Yes.’ If you think you might want to have a show, but you just don’t know when, check ‘Later.’ We’ll compare calendars before you leave to find a time that will work best with your schedule.”

DEAL OR NO DEAL!

• “Has everyone heard of the game show ‘Deal or No Deal’?”

• “Great! Well today I am going to be Howie—I just have hair! And you are all going to be my lovely ladies. Now, what do Howie’s ladies have on the game show? That’s right! Cases! Well, what are you missing? Right! Cases!! As I come around the room take a ‘case’ (Premier jewelry box) from my bag but you can’t open it until Howie says.”

(Let your Hostess pick a box too if you have discussed re-booking with her.)

• “Now ladies, what do the girls’ cases contain on the game show? Yes! Money!!! Well, I’m not a millionaire so there’s not a million dollars in any of the cases, HA! But I’ll tell you what IS in there and that’s $20, $30, or $40 in FREE jewelry!!!”

• “In just a minute I’m going to come around the room and ask each of you, ‘Deal or no Deal’ and if you say ‘DEAL’—you get to have whatever is in your box! You also win your very own jewelry show with me and I’m going to add whatever free jewelry you get in your box to your free jewelry from Premier the night of your very own show! So, for example—you earn $200 in free jewelry from Premier and you win a $30 box from me—your total for free jewelry is $230!”

• “Does that make sense? Right now I can only book shows from November to January. So before you leave, we just need to pencil in a date for you so you can get that free jewelry!!!”

• “If you say ‘No Deal,’ then you just smile at me, so I know you still like me, put your box back in my bag, and you don’t get any free jewelry.” (You could say this sorrowfully with a downcast look on your face.)

• “Does everyone understand how the game works? Okay, great! Well, let’s play ‘Deal or No Deal’!”

At that time, walk around to every person (including your Hostess) and ask her “Deal or no Deal?”

Let her speak first and then overcome any objections as you work through the game.

If she needs a minute to think about it, consider offering a 30-second commercial. Simply step aside and say something like this: “Well, ladies, we are going to take a brief commercial break while Suzie thinks about her answer. It is important...
for you to know that you can have your jewelry show anywhere! I do shows in offices, restaurants, or my home. It is okay if we only have a few guests. I've had wonderful shows with just a few gals! I also do fund-raisers!"

Then I go back to your guest in question and say, “Okay, Suzie, ‘Deal or No Deal?’”

Once you have asked everyone, then tell those who took a box, “Ladies, open your cases!” Celebrate with them as they announce what they won!

**TENNIS BRACELETS**

Place three promotional tennis bracelets on your arm or on your Hostess’ arm.

Tell the guests that to play the game and win a beautiful tennis bracelet, all they have to do is say “play” and take one from my arm!

“I will walk around and ask each of you if you would like to PLAY.”

When all three bracelets are selected, your Hostess has qualified for a $25 Hostess Bonus Award!

**BOOK ON A STAR DATE**

Make a copy of the current month calendar and put it on a clipboard. Then, place a star on the dates you want to book a Home Show.

Simply pass the calendar around and ask the guests to write their name on the star date of their choice to receive a special gift (*be sure to show the gift before you start the game*). The gift may be a coupon for a discount on a purchase at the show or any small gift you choose.

If you have a need to fill dates closer in on your calendar (the next week, for example), you might want to give

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**COMMON BOOKING OBJECTIONS**

Should someone objects to booking a Jewelry Show, don't take it personally! Many times a person will not book because she feels her Jewelry Show might not be successful. She is fearful of the unknown, and, if you can alleviate her fears, you may book that Jewelry Show.

You need to have a positive mindset. You have something of great value to offer that potential Hostess: Premier Designs’ Hostess Plan and your Personal Service.

You may prepare to overcome objections by studying the following list of common objections and positive answers you might give. Always be kind and never argumentative.

**I'M TOO BUSY.**

“It sounds like you need a break! I'll do most of the work for you and make your Jewelry Show as easy a possible!”

**I DON'T KNOW MANY PEOPLE.**

“We don't need a large group—just a few friends who bring some of their friends.”

**EVERYONE I KNOW HAS ALREADY BEEN TO A SHOW.**

“Most ladies are not able to buy everything they want. However, they probably have a wish list of pieces they want to purchase at their next Jewelry Show.”

**I DON'T NEED ANY MORE JEWELRY.**

“Well, no one really needs more Jewelry, but everyone needs a little fun and a chance to get together with friends. 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.”

**MY HOUSE IS TOO SMALL.**

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

**MY FRIENDS DON'T HAVE ENOUGH MONEY.**

“We have very reasonable prices and offer a wonderful way for them to earn free or half-price jewelry through our Hostess Plan.”

**I'D LIKE TO THINK ABOUT IT.**

“May I call you before we close out Mary's Jewelry Show so she would have the chance to win her $25 Bonus Award for three bookings? I'd love to see her get more free jewelry if you decide to book a show.”
an extra special gift to entice guests to book on one of those dates.

**SHOW TO GO**

This booking idea is a great way to encourage a quick Jewelry Show or to fill in a specific date.

Place a box of brownie or cookie mix, “festive” napkins, along with other items you would give your Hostess as a Hostess Packet, in a basket or gift bag. Add a cute bow and a card with the date needed. Then, say something like, “Everything you need for a great Jewelry Show is in this package. Book a Jewelry Show on this date and take home this special package!”

**NOTE:** Make up at least three of these as a visual for the Hostess to get three bookings.

**TOWER OF TREATS**

Have five Premier Designs boxes stacked on top of each other, starting with a large one on the bottom, three medium and one small one. Place a small gift in each (items from Premier Designs Incentives, such as earring backs, small scarf, etc.) and one grand prize. Boxes are tied together with a large pretty bow.

Tell the ladies, “I know you have noticed my Tower of Treats. In each box is a very special gift and in the large box is the grand prize. Listen carefully, ladies. When three of you book a Jewelry Show, you will receive a ticket for a drawing. One of you will be able to take home this Tower of Treats. Okay, who is ready for a ticket?”

**As you transition into your Sponsoring segment,** you can say, “We played our booking game and you know how you can receive some free jewelry as a Jewelry Show Hostess. Now, let me tell you how you can make some extra money!”

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**Sponsoring Activity**

**NOTE:** The Sponsoring Activity at your Jewelry Show can be done either before or after your Booking Activity. You choose which order works best for your personality.

Sponsoring is essential to building a successful, long-term Premier Designs business. It could become the most enjoyable and rewarding part of your business. When you sponsor, it’s not just for your benefit but also for the benefit of a person whose life could be touched by Premier Designs. The opportunity you are offering can literally become a life-changing experience. The phrase “When you help others become successful, it will make you successful,” is descriptive of what sponsoring is all about.

Premier has already affected many lives in a positive way because someone was interested and cared enough to share the Premier Designs opportunity.

**Keys to Sponsoring**

1. You must be convinced that you are offering one of the finest opportunities to build your own business in America today.
   
   Your greatest source of prospects will be your Jewelry Show Hostesses and guests.
   
2. Set some sponsoring goals and then work hard to obtain them. Do not get discouraged when people say “no.” Your goal may be to talk to someone about Premier Designs at least one time each day. (Write down your personal sponsoring goal. If you don’t know where you are going, how will you know when you get there?) Keep sharing what Premier Designs is about and what Premier Designs means to you, and people will respond.

3. Be excited about what you have to offer when you share the information about Premier! When you catch the Premier Designs vision, people will be drawn to the hope you can offer.

Check with the Hostess before the Jewelry Show about guests who might have a need that Premier Designs could meet, such as extra income or a job change.

**WHO NEEDS PREMIER DESIGNS?**

The MOTHER who wants to be with her children while they are growing up, yet needs to have extra income.

The HOMEMAKER who wants to get out of her house and meet new friends.

The CAREER PERSON looking for freedom and a new challenge that can provide her with a feeling of accomplishment and satisfaction.

The COUPLE who wants a home-based business or is buying a new home, making a major financial investment, or sending a child to college.

The RETIRED PERSON who needs extra income and wishes to continue building new relationships.

The COLLEGE STUDENT who needs flexibility.

ANYONE who needs extra income, flexibility, friendship, or recognition!
At the Home Show, have all the guests and the Hostess introduce themselves before you begin your presentation by asking them to answer the following four questions:

- What is your name?
- What do you do?
- What kind of jewelry do you like?
- What would you do with a little extra money each month?

These questions give you a good idea of people's needs. Now all you have to do is show them how Premier Designs can meet those needs.

**Your Sponsoring Talk**

Sometime during your Home Show, take a few minutes to tell your personal story of why you got involved in Premier Designs. People will always listen to something personal. (Example: “Before Premier Designs...,” “What attracted me to Premier Designs...,” “Now that I’m a part of Premier Designs...”)

Illustrate the possibilities of this business with believable and realistic examples.

**Example:**

“One Home Show a week could help pay off credit card debt, make a car payment, allow you to decorate your home, put a child in private school, or have a family vacation. The amount of time you invest in your business will determine the amount of money you make.”

- Be excited at your Home Show! You don’t have to be a “hyper” person to show excitement.
- Enthusiasm and a caring attitude are contagious!
- Bring them to a point of picturing themselves or someone they know as a possible candidate for this business.

**SPONSORING TALK EXAMPLE**

“Are you having fun tonight? I have fun like this every time I do a Jewelry Show. They tell me this is a job, but it surely isn’t like any job I’ve ever had before. Does this seem like work to you? We’ve been laughing, having a good time, and playing in gorgeous jewelry.

And, do you know something? I think you’d be amazed if you knew how much I earn doing this. Maybe some of you are thinking how much fun it would be to get out of the house a night or so a week and earn great money! On top of that, I get to pick my own hours. If I want to do a show one night a week, I work one night a week, or I can work whatever time I have to put into my business.

But, I guess the best part is what Premier Designs has done for me. Before I began doing this, I wore very little jewelry and knew even less about fashion. I had very little self-confidence and was very fearful about trying to do it. You wouldn’t believe how badly I shook during my first shows. It took all I had to get up in front of people. But the ladies were so nice. They loved the fashion ideas I shared with them, and of course, they loved Premier Designs jewelry. Can you think of a product that would be easier and more fun to sell than high fashion jewelry? Now it’s so easy for me to approach and talk to people about Premier Designs.

If even once tonight you’ve pictured yourself doing what I’m doing, I’d love to share this opportunity with you and let you see how Premier Designs could also enrich your life.”
“Can you believe all this jewelry is mine!”

“It’s great making a living and still being home with my children. I can use my talents to build my OWN business instead of someone else’s.”

**Sponsoring Activities**

A Sponsoring Activity is designed to create interest in your business. Choose one of the following that fits your personality.

**ASK IT BASKET!**

You’ll need a basket or gift bag full of individual questions that guests can pull out and ask you.

Have the following questions printed/written on the inside of a Premier Designs box, note card, or back of play money, etc.

Allow the guests to pick one question to ask. Take a brief moment to answer each one. You may want to give tickets or some other incentive to those that participate.

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**How many nights a week do you do this?**

There are no minimums or quotas. My goal is to work two nights a week, but you can choose how much or how little you’d like to work.

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**How much money do you make?**

Premier has one of the most generous marketing plans in the direct sales industry. In Premier we always make 50% gross profit on everything we sell at suggested retail. The average Home Show in our company is about $400. If I hold an average Home Show, I make $200 gross profit in one evening.

**Who pays for the Hostess’ free jewelry?**

Premier pays for the jewelry. For a regular Home Show, all I have to pay is between $8 and $20, depending on the Hostess’ Bonuses. Typically, $20 is the most I would have to pay.

**How much does it cost to get into the business?**

Each Jeweler pays a $395 (plus tax) Authorization and Application Fee. In addition to allowing me to be a Jeweler for the period of one year, the fee covers some supplies and lots of great services from the Home Office. Then you get to decide how much jewelry you want. We always get to buy our jewelry at half-price, but when you get started, Premier offers some even bigger discounts.

**Why did you choose Premier over other direct sales companies?**

Premier really is different from other companies. It is a company founded on biblical principles. Premier believes in honoring God and serving people. In fact, it is a direct service company and people come first.

**How did you learn to do this business?**

My sponsor helped me get started. Plus, the company sends us video and audio training and an excellent Jeweler Handbook, plus there are local trainings. You can get as much training as you need.

**I’m not a salesperson. How could I sell the jewelry?**

The best thing about showing the jewelry is that it practically sells itself! I just put the jewelry on the table and the ladies pick out what they like.

**Do you have inventory or make deliveries?**

There are no deliveries or inventory. The jewelry is shipped directly from the Home Office to the Hostess.

**Do you make money for helping others start their own business?**

Premier initially pays me $200 to train a new Jeweler and then I make 10% of the CV (commission volume) on everything she sells. This 10% commission actually goes three levels deep. That’s why we call it our 10-10-10.

**If someone is interested in starting this business, what is the first step?**

After you have submitted your contract to the Home Office, you start your business with a Training Show. I do this Home Show for you, but you get all of the free jewelry, all of the bookings for future shows, and you make all of the profit.

**BIG MONEY!**

All you need for this activity is some play money.

First, ask the guests at the Home Show to think of a monthly bill that they would like to eliminate.

Then, ask for a volunteer to help you with the demonstration. Explain that “Susan” has decided that she needs to make some extra money and has decided to become a Premier Designs Jeweler. However, she is incredibly busy and only has six
nights out of the entire month that she can devote to a part-time job.

Tell the guests that you can’t guarantee her an hourly wage, but you can guarantee that she’ll make 50% GROSS PROFIT of everything that she sells.

**WEEK 1**
Susan did two Home Shows during the first week of the month. Her first show was a $400 Home Show. How much money did she make?

*(Let the guests answer.)*

Remember that “Susan” gets paid each time she does a Home Show, so here’s her $200.

*(Present her with the money.)*

Her second show was a $300 Home Show. How much money did she make? Right! So, she made $150 that evening.

*(Present her with the money.)*

You will continue to walk the guests through the rest of “Susan’s” month.

**WEEK 2**
Susan was very busy, so she only had time for one Home Show.

$400 Home Show = $200 profit

**WEEK 3**
Two Shows

$300 Home Show = $150 profit
$400 Home Show = $200 profit

**WEEK 4**
Susan was too busy that week to hold a Home Show, but she did get together with some friends and family for dinner. She passed around a catalogue and her friends and family ordered $200 worth of jewelry. How much did “Susan” make?

*(Present her with the $100.)*

Ask Susan to count her money. While she is counting the money, ask the guests to think back to that household bill that they would like to eliminate.

Have “Susan” announce how much money she made in only six night’s work… $1,000! Ask the guests if that would put a dent in that bill they were thinking of!

Explain to guests that you were using six Home Shows a month as an example. Jewelers can do as many or as few Home Shows as they want. And with Premier there are no retail quotas.

**SWEET SUCCESS**
*(a way to tell your Premier Story using candy and gum)*

I would like to share a real sweet story with you, but to do that, I am going to need your help.

When I hold something up from my basket, I need you to say what it is. *(Pull out the M&M’s and have them say M&M’s).*

Well, I used to think this stood for M&M’s, but found out it really stands for “More Money,” and that’s where my husband and I were five years ago—in need of more money.

When we looked into our checkbook, it’s for sure that we didn’t see 100 GRAND.

Instead, what we saw looked more like ZERO.

There was definitely no EXTRA money.

Around that same time, my husband heard about a company selling high fashion jewelry called “Premier Designs.”

We checked it out and found that every time I could do a show it would be PAYDAY.

This really got me thinking about doing something like this, but I really couldn’t help but SNICKER at the idea because I had never done anything like this before.

In fact, when it came to fashion and jewelry, I really felt more like a NERD.

But Premier Designs taught me everything I needed to know. Not only did Premier Designs help us get out of a major financial CRUNCH, but I can honestly say that it has been a LIFESAVER because it has fulfilled needs in our lives that go far beyond finances.

I really believe Premier Designs is one of the greatest business opportunities in America today, BAR NONE.

So, let me just say to you tonight that if you or someone you know might be interested in hearing about Premier Designs, I would love to share it with you.

There would be no pressure or obligation. When you’re excited about something, you want to share it. So, please don’t pass up the opportunity to think about this tonight, because if you don’t do it NOW *(cover up “Later”),* you may wish you had done it LATER *(cover up “Now”).*

**BARBIE BAG**

You fill in the details with things and illustrations that are true about you personally and your Premier Designs business.

What you will need is an attractive gift bag with four or five of the following inside:

- $200 in play money
- A plastic airplane
- Barbie clothes
- Jewelry box
• Medal or blue ribbon
• Match Box car
• Coupon worth $2 off your order tonight

After guest introductions, tell guests you have a fun way to tell them about your business. Ask the following questions, but remember to ask questions that apply to you.

**Who likes to earn extra money and get paid the night you work?**
Hand $200 to the first person who raises her hand. Then answer, “I average $200 every time that I do a Home Show.”

**Who likes to travel?**
Hand a toy airplane to the first person who raises her hand. Then answer, “Premier Designs has enabled me to take vacations all over the United States. I’ve been to Boca Raton, Branson, several cruises, Nashville, Dallas, and also taken a family vacation to Disney World.”

**Who likes to shop for clothes?**
Hand Barbie clothes to the first person who raises her hand. Then answer, “Well, if I have an occasion that I need a new dress, I can go to the mall guilt free! I also know how to make my wardrobe look like I have several outfits because Premier Designs has taught me how to accessorize.”

**Who likes to learn about fashion?**
Hand a jewelry box to the first person who raises her hand. Then answer, “Before I got into Premier Designs I was a ‘fashion nerd.’ I knew nothing about fashion. Now I do fashion seminars where I teach ladies about fashion.”

**Who likes to receive recognition?**
Hand a medal to the first person who raises her hand. Then answer, “Since I started selling Premier Designs, I’ve gotten a lot of recognition. I’ve always worked 9-to-5 jobs, and the only time I was recognized in the office was when I did something wrong.”

**Who would like a new car?**
Hand a toy car to the first person who raises her hand. Then answer, “Every month I pay my new van payment with my commission check that I receive in the mail the 10th of every month.”

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**LISTEN FOR LEADS**
Always be aware of things your guests and Hostess say during your Jewelry Show. What they say could indicate a need for Premier. They may not even realize that Premier Designs is exactly what they’re looking for, but you can easily learn to read between the lines.

- “I could never talk in front of people like you do!”
- “I’m so stressed out.”
- “How long have you been doing this?”
- “How many Jewelry Shows do you have in a week?”
- “I hate my job.”
- “How did you learn all the names of the jewelry?”
- “I’m so broke.”
- “Is there good money in this?”
- “We can’t afford a vacation.”
- “I need to work, but I wish I had more time with my kids.”
- “Does it take a lot of time to pack your Jewelry?”
- “I just love jewelry. Is all of this yours?”

**Call within 24 to 48 hours while they are still excited! Some things you may want to say are…**

- “I’ve been thinking about you. You’d be so great at what I do. I would love to sit down with you for a few minutes and tell you about my fun business.”
- “You owe it to yourself to hear this opportunity.”
- “I would love to bring you some information, explain it to you and leave it with you. If you’re not interested right now, maybe it would be an option for you later on.”
- “I know you’re probably not interested in what I do, but I’d love to tell you a little bit about it in case you know someone who might be interested. It would be easier for you to refer someone to me if you understand what I do.”
I don’t know if I have enough time to do something like this.

“The great thing about Premier Designs is that it is your own business and you can work when you choose. There are no mandatory meetings, sales quotas or sales reports. That’s what makes this such a wonderful opportunity!”

I don’t have the money!

“First, decide if this is something you really want to do. Then, we can discuss some options for coming up with the money. There are several different ways to get into Premier Designs without putting a lot of money down.”

I wouldn’t be able to book any Jewelry Shows.

“Trust me. I will teach you how to book Jewelry Shows. Our Hostess Plan is a major reason ladies decide to book a Jewelry Show.”

I’m not a salesperson. I don’t think I’d be good at something like this.

“You don’t have to sell something people already want. All I do is just show the jewelry and offer a few fashion suggestions…the jewelry does the rest! There are all kinds of personalities in Premier that do well. You don’t have to be like someone else to be successful, just be yourself and have fun.”

I’m afraid to stand up in front of people.

Response: “I understand how you feel. I felt that way, too. I found each Jewelry Show became more comfortable. We are going to work together to help you have a fun time and enjoy your business. I will show you some ways we can focus the attention on the guests at your Jewelry Show instead of on you.”

Is this a pyramid?

“Absolutely not! Pyramid schemes are illegal scams in which large numbers of people at the bottom of the pyramid pay money to a few people at the top. Jewelers do not pay money to their sponsors. Commissions are paid by the company based on retail sales to customers.”

I know someone who tried something like this and didn’t do very well.

“I don’t know why her business was not successful. But I do know that you are not her! I assure you that I will work with you to do everything I know to help you meet your goals. Don’t let someone else’s failure keep you from experiencing success.”

I’ve done a business like this before and it didn’t work.

“That’s good, because you already know about Direct Sales. Maybe you just haven’t found the right product. Let me show you how Premier is different.”

I know a lot of people who sell Premier. Is this area saturated?

“No, there is plenty of opportunity for you. People move in and out of an area and we have more jewelry than any person can purchase at one time. Also, we periodically add new pieces to our line. This keeps people always wanting to see the jewelry, book Jewelry Shows and purchase our jewelry.”
9 Closing & Shopping

Closing

As your presentation draws to a close, let guests know that they are about to go shopping! Briefly explain how to order and talk about delivery time and payment options. Have your Hostess help you collect the jewelry used during modeling and return it to the display table.

Just before you let your guests shop, encourage them to have fun trying on the jewelry and to look through the catalogue for items not on the table.

Go Shopping!

This is not the time for you to relax! You should constantly put jewelry on yourself and others and listen carefully to the guests’ comments.

Refer to the names of the pieces of jewelry on the table rather than prices. This will keep guests jewelry-conscious rather than price-conscious. This is when the buying begins and excitement continues to build!

Encourage your Hostess to remain at the table to assist guests with their selections.

When one of the guests is ecstatic over a certain necklace, tell her the name of the necklace and that she will find it in our catalogue. Then, suggest earrings to match. You might even choose to offer your own sale, discount or gift on multiple purchases.

10 Customer Service

This is the time you spend with guests finalizing their order and it needs to be a personal time. Help them with their purchases, encourage them to become a Hostess, and find a way to plant seeds about the Premier Designs Opportunity.

Make your checkout area somewhere you can sit with the customer and write her order information. It needs to be close to the jewelry table so you can answer questions as needed from other guests, but private enough where you can talk with your ordering guests without being overheard.

There Are Four Steps in Customer Service:

Help the guests make their selections.

• Compliment your guest on her selection while helping her fill out her Customer Receipt.
• Encourage multiple sales! Suggest items that would complete an ensemble. “Do you know there are earrings to match your necklace?”
• Mention gift-giving occasions. “Do you have any gifts you need to purchase?”
• Mention special sale discounts (if applicable). “Did you want to take advantage of my special?”

Ask for bookings.

You have so much to offer a Hostess! Do not hesitate to ask everyone about booking. You are doing a potential Hostess a great service by giving her an opportunity to receive Premier Designs Hostess Benefits.

Suggested phrases:

• “You’d make a great Hostess.”
• “_____ (the Hostess) only needs one more booking…how about you?”
• “What do you think about having your own Home Show and receiving some free jewelry?”
• “I’d love to do a show for you and meet your friends. What do you think?”
• “Did you get everything you wanted? Can I help you get it free?”
• “It’s not too late to take advantage of the booking offer.”

Note: Be sure you ask each guest so that everyone feels included.

To finalize a booking, ask her to look at your calendar to see what you have available for her. Then, set the date for her Home Show and give her a “Hostess Packet.”

If she is reluctant to commit, suggest that you pencil in a date so that “Suzy Hostess” will get credit for your booking. Then you can call her the next day after she has checked her calendar. Be sure and get her info, especially a daytime phone number.

Gauge her interest in becoming a Jeweler.

As soon as you finalize the booking date and before you turn your attention to the next guest, explore sponsoring.

Approach the guest by commenting on an attribute you noticed about her which made you think she would make a wonderful Jeweler. For example, “I noticed how helpful you were at the table coordinating jewelry for the other guests. You would make a great Jeweler with Premier Designs. I would love to tell you about it. What do you think?”
Give her an Opportunity Brochure to take home and set a date and time when you can get together by phone or in person.

OR

Ask your customer if they know anyone who might be curious or interested in a full- or part-time earning opportunity.

Say something like, “Much of my business comes from referrals and I would love to have a chance to share this opportunity with someone you know.”

This is a good time to find out if they enjoy their work or present situation. Explain what a wonderful company Premier Designs is and how much you enjoy what you do. Remember, you are only being helpful.

Ask to call her later or possibly discuss a time to get together to tell her more about Premier.

Help the guests complete their orders.

- Complete all the necessary contact information on the Customer Receipt and make sure you have the correct date.
- Collect payment.
- Express thanks.
- Remind them of approximate date of delivery (within 2 weeks).
- Remind them to keep their receipts.

Closing out the Jewelry Show with your Hostess

Often, your Hostess will want to purchase her more expensive choices at half-price in order to increase her Jewelry Show total and her Hostess Benefits.

The “Jewelry Price Lists” located on Premier’s website are effective tools to help complete the Hostess Benefit selections.

If possible, it is best to “close out” her Jewelry Show that night. However, if you need to leave her Jewelry Show open for her to collect additional orders or possibly more bookings, be sure to follow up with her within 48 hours to finalize the Jewelry Show. This can be done over the phone.

Remember that her guests are anxiously awaiting their orders! After you have collected payment on the additional orders, complete the order promptly.

IMPORTANT NOTE: It is best not to hold a Jewelry Show open for more than a few days. The Federal Trade Commission (FTC) requires that you offer a refund to a customer if she has not received her ordered product within 30 days of her purchase.

Jewelry Show Follow-Up with your Hostess

1. Be considerate of your Hostess as to the hour and leave promptly (never past 10:00 pm!) Discuss with her when she can expect to receive her jewelry. Ask her where she would like her jewelry to be shipped (her home, office, etc.) and verify that the address is correct.

2. Always show appreciation for the privilege of being in her home. Again, be sure to ask her if she would enjoy hosting another Jewelry Show. Be absolutely sure you drop her a “Thank You” note in the mail the next day.

3. You can track her order online (if applicable.)

4. Contact her two or three weeks after her Jewelry Show to check on the order. Service after the sale is of utmost importance.

5. Contact her again six months after her Jewelry Show. This continuing service can result in future bookings with this Hostess.
Other Retail Ideas

Fund-Raisers
A fund-raiser is when a Jeweler sells jewelry with the understanding that her primary intent is to donate a portion of her profits to a charitable organization or special group. The percentage of your profit to donate is entirely up to you as the Jeweler.

Fund-raisers should be submitted to the Home Office as either an Individual Order or a Catalogue Purchase Plan Order. If you simply collect orders from several different customers, your order should be submitted as an Individual Order. If, however, you conduct a fund-raiser to raise funds for a group or entity and the group's sponsor or contact person helps you by distributing catalogues, collecting money, distributing orders, etc., then that person would be your “Catalogue Sales Partner” and would be eligible for the 20% Catalogue Sales Partner Benefits.

Jewelers should not include orders from a fund-raising effort with a Home Show simply to provide Hostess Benefits, and at no time can a Jeweler receive Hostess Benefits from any fund-raiser. Any Home Shows conducted should be submitted separately as a Home Show.

NOTE: Jewelers can donate any portion of their profits from any Home Show to whomever or whatever organization or group they choose, but this is simply a charitable contribution and not considered to be a “fund-raiser” as referred to above.

Catalogue Purchase Plan
If a guest is not interested in booking a Home Show at this time, perhaps she will consider our Catalogue Purchase Plan. The Catalogue Purchase Plan is not a Home Show but an opportunity for someone, as your Sales Partner, to receive free jewelry simply by showing the Premier Designs catalogue and collecting orders. Your Catalogue Purchase Plan Sales Partner receives 20% of the sales in free retail jewelry and can also purchase one item at half-price. The orders must total at least $100 to qualify.

NOTE: Catalogue Purchase Plan orders do not count toward Quick Start and are not eligible for Hostess promotions offered by Premier.

Mystery Hostess Home Show
If you need to jump-start your business, one way to get bookings is to hold a “Mystery Hostess” Home Show. This is when you invite guests to your home for a Home Show presentation.

Explain that, at the end of your Home Show presentation, everyone making a purchase will get their name in the “Mystery Hostess” drawing. The lucky drawing winner receives the Hostess Benefits for the show.

NOTE: No Hostess Bonus Awards can be given at a Mystery Hostess Show.

Renewal Show
Your Personal Anniversary/Renewal Home Show is a great way to continue or “re-start” your business and receive the Hostess Benefits for yourself. This is also a great way to make the money to pay for your $350 Annual Renewal Fee. You have the month prior to your Premier Designs anniversary and five months after to hold your Renewal Home Show and receive all of the Hostess Benefits!
We would not be worth a nickel without ambition and a competitive spirit. There is nothing wrong with striving to be the best and #1, but do not be competitive to beat others out, but for the personal reward of achievement. Learn to enjoy other people’s success as you succeed. Compete against yourself, your goals and your past performance.

When competition is healthy, it can motivate us to greater things and be a challenging and a positive force to move us on. Work hard, but not only at your job, but at forming loving, give-and-take relationships with all the people you touch.

from Reflections
by Andy Horner
QuickStart

The purpose of the QuickStart Program is to encourage you to get your business off to a “quick” and exciting start. New Jewelers who hold either six or nine Jewelry Shows within 45 days from the date of their Training Show will earn a Retail Jewelry Certificate.

Six Jewelry Shows = $200 Retail Jewelry Certificate

Nine Jewelry Shows = Additional $100 Retail Jewelry Certificate

NOTES:
The qualification period for QuickStart begins on the date of your Training Show. Your personal Training Show or any Jewelry Shows held before your Training show do not count towards the 6 or 9.

The Home Office will track your progress in the QuickStart program. When you reach the QS6 level you will receive an email notification that includes your $200 Retail Certificate information. If you hold three more Jewelry Shows and reach the QS9 level you will be emailed an additional $100 Retail Certificate. Your award charm bracelet and award charms will be sent via mail.

You will also be recognized in the Update, on Premier’s website, and at the next National Rally or Regional Rally.

Joan’s Rookie Team

Joan’s Rookie Team recognizes and rewards new Jewelers who build a balanced business through Jewelry Shows and Sponsoring. New Jewelers attain Rookie Team membership by submitting 12 Jewelry Shows and sponsoring two new Jewelers within six months of the date of their Training Show.

TEAM MEMBERS RECEIVE:
• A $300 Retail Jewelry Certificate
• A custom-designed Rookie Team award charm
• You will be recognized for your achievement in the UPDATE, on Premier’s website, and at the next National Rally or Regional Rally.
• Your name will be included on the “Rookie Team Wall of Honor” at the Home Office.

Jewelry Show Club

The purpose of the Jewelry Show Club is to recognize Jewelers who consistently hold Jewelry Shows. To become a member of the exclusive Jewelry Show Club, you must hold 25 Jewelry Shows in any 120-consecutive-day period. From that point forward, you can work toward additional levels of recognition and achievement.

NOTES:
• Only personally-held Jewelry Shows are counted for the Jewelry Show Club. A new Jeweler can count her Training Show.
• Jewelry Shows that were held prior to the 25 Jewelry Shows used to achieve membership in the Jewelry Show Club level do not count toward additional levels of the Jewelry Show Club. Only the 25 Jewelry Shows used to achieve

Jewelry Show Club Awards

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Jewelry Show Club achievement levels will continue in increments of 250.
membership in the Jewelry Show Club can be counted toward the 100 Jewelry Show level, the 250 Jewelry Show level, etc.

- Once you have achieved membership in the Jewelry Show Club, the Jewelry Shows you hold are cumulative. (Those 25 Jewelry Shows count toward the 100 Jewelry Show level, those 100 count toward the 250 Jewelry Show level, etc.)

- The Home Office will track your progress in the Jewelry Show Club.

- When you achieve a new level in the Jewelry Show Club, you will be notified by Marketing Services and will also receive the award for that level.

- You will be recognized for your achievement in the UPDATE, on Premier's website, and at the next National Rally or Regional Rally.

#### Crown Jewel

The purpose of the Crown Jewel Program is to encourage Jewelers to build a consistent and balanced business through Retailing and Sponsoring.

**NOTES:**

- Each level in the Crown Jewel Program may be completed only once and must be completed in the order listed below.
- Qualifying CV includes CV from Jewelry Shows, Individual Orders, Catalogue Purchase Plan Orders, and New Jeweler Sample Package Orders purchased by a new first-level Jeweler.
- CV from Sample Orders (Type 18 Orders) does not count for the Crown Jewel Program.
- CV from one level does not carry to the next level.
- The Home Office will track your progress in the Crown Jewel Program.
- Each time you reach one of the Crown Jewel levels you will receive an email notification that will include your Retail Certificate information. Your award charms will be sent via mail.
- You will be recognized for your achievement in the UPDATE, on Premier's website, and at the next National Rally or Regional Rally.

### Crown Jewel Program Awards

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>CV REQUIREMENT</th>
<th>AWARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMETHYST</td>
<td>$3,000 Qualifying CV in any 30-consecutive-day period</td>
<td>$200 Retail Jewelry Certificate, Amethyst Level Award Charm</td>
</tr>
<tr>
<td>SAPPHIRE</td>
<td>$6,000 Qualifying CV in any 60-consecutive-day period</td>
<td>$400 Retail Jewelry Certificate, Sapphire Level Award Charm</td>
</tr>
<tr>
<td>RUBY</td>
<td>$9,000 Qualifying CV in any 90-consecutive-day period</td>
<td>$600 Retail Jewelry Certificate, Ruby Level Award Charm</td>
</tr>
<tr>
<td>EMERALD</td>
<td>$12,000 Qualifying CV in any 120-consecutive-day period</td>
<td>$800 Retail Jewelry Certificate, Emerald Level Award Charm</td>
</tr>
</tbody>
</table>
Century Club

The purpose of the Century Club is to encourage and recognize Jewelers who are extremely high achievers in their personal Jewelry Show business. Jewelers who hold 100 Jewelry Shows in one calendar year will achieve membership in the Century Club for that year.

Personal Jewelry Shows and Training Shows you conduct for your new first-level Jewelers count toward the Century Club.

Jewelry Shows received in the Premier Designs Home Office between January 1 and December 31 will count toward the Century Club.

NOTES:
- The Home Office will track your progress in the Century Club and will notify you when you achieve membership in the Century Club.
- You will receive a $500 Retail Jewelry Certificate and a Century Club award charm.
- You will be recognized for your achievement in the UPDATE, on Premier’s website, and at the next National Rally.

LeaderShip Program

The purpose of the Leadership Program is to develop field leadership for Premier Designs. It recognizes Jewelers who are building their business through sponsoring and helping other Jewelers build their Premier Designs business.

The levels of recognition in the program are Builder, Designer, One through Seven Diamond Designer, and Executive Director through Diamond Executive Director. The requirements for promotion to each of these levels and the accompanying Awards and Recognition are listed below.

To promote beyond the Two Diamond Designer level, the Designers must come from different legs of your 10-10-10.

To promote to the next level, you must submit the appropriate Qualification Form (located in the Jeweler Only section of the Premier Designs website) to the Home Office and your qualifications must be approved.

Founder’s Club and Circle

Each year every Jeweler has the opportunity to achieve membership in the Founder’s Club and the Founder’s Circle.

FOUNDER’S CLUB

Membership in Premier’s Founder’s Club is an honor awarded to Jewelers in the top 5% of the entire Premier Family, based on CV from Retailing and Sponsoring during the qualification period (announced each year).

Founder’s Club Members will receive a Founder’s Club award charm and have their name listed on the Founder’s Club “Roll of Honorees” on display at the Home Office.

FOUNDER’S CIRCLE

An even more exclusive honor is the Founder’s Circle. This distinguished group is made up of the top 5% of Jewelers in the Founder’s Club.

Members of the Founder’s Circle will be recognized on stage at the National Rally. You will receive the prestigious Founder’s Circle Cup and award charm and also be personally greeted by CSO, Andy Horner.
# LEADERSHIP LEVEL REQUIREMENTS

## OPTION A: OLD DESIGNER PROGRAM REQUIREMENTS

<table>
<thead>
<tr>
<th>TO BE PROMOTED TO:</th>
<th>First-Level Jewelers</th>
<th>Designers in your 10-10-10</th>
<th>Personal Shows/TS submitted in previous 12 Accounting Periods</th>
<th>Legs in your 10-10-10*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builder</td>
<td>4</td>
<td>N/A</td>
<td>24</td>
<td>N/A</td>
</tr>
<tr>
<td>Designer</td>
<td>7</td>
<td>N/A</td>
<td>36</td>
<td>N/A</td>
</tr>
<tr>
<td>One Diamond</td>
<td>8</td>
<td>1</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>Two Diamond</td>
<td>9</td>
<td>3</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>Three Diamond</td>
<td>10</td>
<td>6</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>Four Diamond</td>
<td>12</td>
<td>10</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>Five Diamond</td>
<td>14</td>
<td>15</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>Six Diamond</td>
<td>16</td>
<td>21</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>Seven Diamond</td>
<td>18</td>
<td>28</td>
<td>24</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First-level Jewelers</th>
<th>Designers in your 10-10-10</th>
<th>Diamond Designers in your 10-10-10</th>
<th>Legs in your 10-10-10*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>20</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Silver Executive Director</td>
<td>22</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Gold Executive Director</td>
<td>24</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>Platinum Executive Director</td>
<td>26</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Diamond Executive Director</td>
<td>28</td>
<td>120</td>
<td>60</td>
</tr>
</tbody>
</table>

## OPTION B: NEW DESIGNER PROGRAM REQUIREMENTS

<table>
<thead>
<tr>
<th>FIRST-LEVEL</th>
<th>SHOWS/TS</th>
<th>LEGS</th>
<th>10:10:10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builder</td>
<td>4</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Designer</td>
<td>7</td>
<td>36</td>
<td>0</td>
</tr>
<tr>
<td>One Diamond</td>
<td>8</td>
<td>36</td>
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</tr>
<tr>
<td>Two Diamond</td>
<td>10</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>Three Diamond</td>
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<tr>
<td>Four Diamond</td>
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<td>24</td>
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<tr>
<td>Five Diamond</td>
<td>16</td>
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<td>Six Diamond</td>
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<tr>
<td>Seven Diamond</td>
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<tr>
<td>Executive Director</td>
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<td>7</td>
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<tr>
<td>Silver Executive Director</td>
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<td>8</td>
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<tr>
<td>Gold Executive Director</td>
<td>26</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Platinum Executive Director</td>
<td>28</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Diamond Executive Director</td>
<td>30</td>
<td>0</td>
<td>11</td>
</tr>
</tbody>
</table>

 Builders, Designers and One through Three Diamond Designers will have an annual “Activity Review.”

To keep your leadership status, you must meet the qualifications of the “new” Designer Program.
Leadership Awards and Recognition

Every new Builder, Designer, Diamond Designer and Executive Director will:

- Be recognized in the Premier Designs UPDATE and on the website. To commemorate your promotion you will receive a framed certificate signed by Andy Horner.
- Be recognized on stage at the National Rally or Regional Rally.
- Receive a Pin and framed Certificate signed by Andy Horner at each new Leadership level.
- Receive a free Designer Dinner for themselves and their spouse at the National Rally immediately following their promotion.

Additional awards and opportunities can be earned at each level.

BUILDERS will receive a $300 Retail Jewelry Certificate and the specially designed Builder award charm when they complete the Builder Orientation.

DESIGNERS will receive a $500 Retail Jewelry Certificate and the Designer award charm when they complete the Designer Orientation. Designers are also eligible to receive the Designer Bonus (see right) and to attend the annual Designer Leadership Conference or Trip.

DIAMOND DESIGNERS will receive the appropriate Diamond Designer level award charm, the Designer Bonus (see right) and the opportunity to attend the annual Designer Conference or Trip.

SENIOR LEADERS (currently defined as Four Diamond Designer through Diamond Executive Director) are eligible to receive the Designer Bonus, to attend annual Designer Leadership Conference or Trips and Senior Leaders Retreats or Trips planned by the Home Office. They will also receive a 50% discount off the new jewelry lines introduced each year, and the specially designed Senior Leader Pin and award charm.

SIX DIAMOND DESIGNERS will receive a one-time $1,000 Cash Allowance to be used at the National Rally immediately following their promotion, and SEVEN DIAMOND DESIGNERS will receive a one-time $1,500 Cash Allowance to be used at the National Rally immediately following their promotion.

EXECUTIVE DIRECTORS will receive complimentary Rally Registration and hotel accommodations (up to 5 nights) at the National Rally immediately following their promotion.

Designer Bonus

Designers and Diamond Designers will receive a “Designer Bonus” in addition to their regular 10-10-10 commission.

Here is how the Designer Bonus program works:

- It is a “bonus” commission paid on the first $1,000 of CV from Jewelry Shows, Individual Orders and Catalogue Purchase Plan Orders generated by a new Jeweler in the first six levels of your Premier Family.
- It is a maximum payout of 12%, or $120, for each new Jeweler that is sponsored. The amount that is paid out depends on how many Designers, Diamond Designers and Executive Directors are in the upline.
- It expires when a new Jeweler has submitted $1,000 in CV or on her first Premier Designs anniversary, whichever comes first.
New Jeweler Betty has $1,000 qualifying CV. Premier will pay bonuses to her upline Designers based on it.

Hannah’s Sponsor, Anne, is a Designer so she qualifies to earn a 2% bonus.

Anne’s Sponsor, Hannah, is a Two Diamond Designer. She qualifies to earn 6% less the 2% paid to Anne, so she will receive 4%.

Hannah’s Sponsor, Kate, is a Seven Diamond Designer. She qualifies to earn 12% less the 4% paid to Hannah and the 2% paid to Anne. She will receive 6%.

New Jeweler Ellen has her first $1,000 qualifying CV. Premier will pay bonuses to her upline Designers based on it.

Ellen’s Sponsor, Susie, is a Three Diamond Designer. Susie qualifies to earn an 8% bonus and will receive the entire 8% because there are no other Designers in Ellen’s upline.

Betty’s Sponsor, Anne, is a Designer so she qualifies to earn a 2% bonus.

New Jeweler Donna has $1,000 qualifying CV. Premier will pay bonuses to her upline Designers based on it.

Donna’s Sponsor, Hilary, is a Four Diamond Designer so she qualifies to earn a 10% bonus.

Hilary’s Sponsor, Megan, is a One Diamond Designer. She qualifies to earn 4%, but since Hilary received 10%, Megan will not receive a bonus.

New Jeweler Betty has $1,000 qualifying CV. Premier will pay bonuses to her upline Designers based on it.

Hannah’s Sponsor, Kate, is a Seven Diamond Designer. She qualifies to earn 12% less the 4% paid to Hannah and the 2% paid to Anne. She will receive 6%.

Anne’s Sponsor, Hannah, is a Two Diamond Designer. She qualifies to earn 6% less the 2% paid to Anne, so she will receive 4%.

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Hannah’s Sponsor, Kate, is a Seven Diamond Designer. She qualifies to earn 12% less the 4% paid to Hannah and the 2% paid to Anne. She will receive 6%.
Annual Activity Review

To maintain the credibility and integrity of the Designer Program, each Builder, Designer, Diamond Designer (One-Three) will have an annual "Activity Review."

When you promote in the Leadership Program and have been at your current level for a year, the Home Office will conduct your Activity Review. This means we will take a “snapshot” of your business. To keep your status, you must have at least the same levels of activity that you had when you promoted.

NOTE: Certificates, Award Charms, and Retail Jewelry Certificates are awarded only at the time of your initial promotion.

ACTIVITY REVIEW PERIOD

Your Activity Review Period starts the accounting period following your promotion and runs for the next 12 accounting periods.

For example, if you promote to Designer in October, your Activity Review Period would begin in the November accounting period. After the October accounting period of the following year, we will conduct your Activity Review.

All senior leaders (Four Diamond Designer through Executive Director) are reviewed annually in August, regardless of their promotion date.

TO MAINTAIN STATUS

To keep your Designer status, you must have at least seven Jewelers in your first-level and also have held at least 36 Jewelry Shows in the previous 12 accounting periods. If you are short in any area and lose your Designer status, you can re-qualify at any time by meeting the appropriate Promotion Qualifications.

NOTE: Certificates, Pins, and Retail Jewelry Certificates are awarded only at the time of your initial promotion.

ACTIVITY SUMMARY

Four months before your Activity Review, you will receive a Designer Activity Summary that provides a summary of your activity during the preceding year and will let you know if you are short in any area.

Designer Circle

The purpose of the Designer Circle is to encourage, recognize and reward Designers, Diamond Designers and Executive Directors who consistently sponsor new Jewelers into their Premier Family.

The Designer Circle is an annual recognition program. To achieve membership in the Designer Circle, Designers, Diamond Designers and Executive Directors must personally sponsor seven new Jewelers into their Premier Family from the July accounting period of one year through the June accounting period of the following year.

NOTE: For a new Designer to achieve membership in the Designer Circle the same year they promote, they would need to sponsor seven additional new Jewelers from the date of their promotion through following the June accounting period.

DESIGNER CIRCLE AWARDS:

• $500 Retail Jewelry Certificate
• Recognition at the National Rally
• Designer Circle Award Charm
Policies & Procedures
for
Premier Designs Jewelers

Serving with Care Since 1985
Symbolism of the Premier Designs Logo

**Crown**
symbolizes HOPE and Premier Designs’ royal way of service: Hope in a practical way, and for us who are Believers, Hope in eternal life.
(Titus 1:2)

**Laurel Wreath**
symbolizes PEACE — not peace in the world, but an inner Peace that “passeth all understanding.”
(Philippians 4:7)

**Wheat**
is ripe unto harvesting. God promises that wherever seeds are planted there will be a harvest.
(Genesis 8:22)
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Home Office Information

STREET ADDRESS
Premier Designs, Inc.
1551 Corporate Drive
Irving, TX 75038-2431

PHONE NUMBERS
Local Direct Line........... 972.550.0955
D/FW Metro Line ...... 972.751.0007
Fax Line..................... 972.580.8222

HOURS OF OPERATION
Home Office hours are Monday through Friday, 7:30am–7:00pm (CST) unless noted otherwise.

Order pick-up hours are Monday through Friday, 8:00am–5:00pm (CST).

HOME OFFICE TOURS
Jewelers and their guests are invited to tour the Premier Designs Home Office Monday through Friday between the hours of 8:00am and 4:00pm. Whenever possible, we ask that tours be scheduled 24 hours in advance.

MAILING ADDRESS
All mail including general correspondence, orders, new Jeweler Contracts, Renewal Contracts, etc. should be addressed to:
Premier Designs, Inc.
P.O. Box 619220
Dallas, TX 75261-9220

SHIPPING 2ND DAY OR OVERNIGHT
Any correspondence, order or package being sent to the Home Office via Second Day, Overnight or other special delivery should be addressed to:
Premier Designs, Inc.
1551 Corporate Drive
Irving, TX 75038-2431

COMPANY WEBSITE
www.premierdesigns.com
By logging into the Jeweler Only section of the Premier Designs website, you can check order status, item inventory, fax status, change your personal information, check on trainings offered in your area, Rally registrations, current contests and promotions, etc.
For your convenience, toll-free numbers are provided when you need to call the Premier Designs, Inc. Home Office. The following list of departments and their areas of responsibility is provided to assist you in determining where to direct your questions.

**CUSTOMER SERVICES**

800.486.SERV (486-7378)

**e-mail address:** service@premierdesigns.com

**fax line:** 972.281.6317

Monday – Friday, 7:30am – 7:00pm (CST)

Customer Services Associates can answer most questions about your Premier Designs business. This includes inquiries about:

- Jewelry Shows
- Catalogue Purchase Plan Orders
- Individual Orders
- Sample Orders
- Non-Commission Orders
- Product availability
- Shipping status of an order
- Place a tracer on an order
- Check the status of a new Jeweler contract
- Contests and promotions
- National Rallies and Regional Rallies.
- Prospects and Opportunity Presentations

**NOTE:** Jewelers can monitor most of the above information in the Jeweler Only section of our website at www.premierdesigns.com.

When calling Customer Services, please have the following information ready so we may better serve you:

- Jeweler number
- Order number
- Item number
- Credit card number, expiration date and security code

**JEWELER ACCOUNT SERVICES**

800.883.2228

**e-mail address:** finance@premierdesigns.com

**fax line:** 972.281.6336

Monday–Friday, 8:00am–5:00pm (CST)

Jeweler Account Services Associates are available to answer specific questions concerning your:

- Jeweler Account Statements
- Commissions
- RSVP
- Credit Card Services

**MARKETING SERVICES**

800.899.0092

**e-mail address:** marketingservices@premierdesigns.com

**fax line:** 972.281.6326

Monday–Friday, 8:00am–5:00pm (CST)

Marketing Services can answer questions related to:

- Events
- Awards and Recognition programs
- Designer Leadership Program

**ADMINISTRATION**

800.899.0092

**e-mail Address:** pdiadm@premierdesigns.com

Monday–Friday, 8:00am–5:00pm (CST)

The Administration line is used for general Home Office Administration questions.

**PRAYER SERVICES**

800.899.0092

**e-mail address:** prayerservices@premierdesigns.com

Monday – Friday, 8:00am – 5:00pm (CST)

Associates in Prayer Services are available to listen, encourage and join with you in prayer regarding individual concerns.
About Premier Designs, Inc.

Premier Designs was incorporated in the State of Texas in November 1985. It is a company that has experienced steady and controlled growth.

Premier Designs is building on two basic foundation stones — first to honor God and then to serve people. We are totally committed to providing leadership that will help others succeed, enrich lives, and meet their financial needs. Be assured that Premier Designs is being built by people who are unique and different.

This business is for all who are willing to learn, care and work. You can be you and have a business that will fit your personality and schedule. Your earnings will relate directly to time invested.

Premier Designs is about more than selling jewelry or making money. It is a company that truly cares for each and every unique individual.

People are the Heart of Premier Designs.

Our Philosophy

- We believe God created every person with value.
- We believe life’s priorities should be God, Family and Career.
- We believe in America and the Free Enterprise System.
- We believe that People are our most important asset.

Our Purpose

- To enrich every life we touch.
- To provide people a way to find identity, achievement and success.
- To meet the personal and financial needs of all who become part of our Premier Designs family.

Our Objective

- God demands fairness in every business deal. He sets the standard, and we desire to honor Him.
- To grow wisely and profitably.
- To enrich every life we touch.
- To provide excellent service.

1985 We wanted something unique and different using the direct sales marketing concept and utilizing our skills gained from over 25 years of management in a multi-million dollar sales company. We also wanted to bring into it a strong “caring” philosophy that would allow us to sponsor people into the business while developing a balance through retail sales. This balance was necessary for us to build a company that would endure for the years ahead.

Our desire was to include all the good things about direct sales plus one important ingredient: Care... care about all who join our family regardless of volume of sales or level achieved. In addition, we wanted a company where people could reach their potential, meet their needs, and find fulfillment through service.

We strive to develop programs that provide service before and after the sale, and help our distributors build their business.

1986 On January 20, 1986, we opened our office and warehouse on Premier Drive in Irving, Texas, anticipating it would meet our needs for a year or two. However, by July, we had grown to 300 Jewelers in 35 states and it became necessary to expand our facilities. In August we signed a lease for a new Service and Training Center located just two blocks away on Gateway Drive. By the end of 1986, the Premier Family had grown to 700 Jewelers.

1987 In September, 1987, we re-emphasized that we were in the direct service business. Our desire was, and continues to be, to give quality and value to all we serve.
By December, 1987, we had 1300 Jewelers. We were able to increase the Home Office staff, strengthening our support and service, plus improve the quality of our products. We learned much and made progress developing Premier Designs into a direct sales company that strives to Honor God and Serve People.

1988 Our growth continued in 1988 and we needed more physical space. The Board of Directors voted to consolidate our two locations into one and on August 1, 1988, we moved into an expanded office and warehouse, anticipating that these new facilities would meet our needs for the next four years.

1992 Our story continued to be one of excitement and success. We became a member of the Direct Selling Association in December, 1992. With 100 Associates on our Home Office Team, we had again outgrown our facilities. On December 27, 1992, we moved into a 56,000 square-foot Home Office/Distribution Center located on six beautifully landscaped acres in the prestigious Las Colinas area of Irving, Texas, near Dallas.

1993 On April 18, 1993, we dedicated our new property and building to the Lord. Many visitors, some from far away, joined us in our celebration and gratitude for all that God had done.

Later in 1993, we purchased Haven of Hope, a 78-acre site in the country 35 miles north of Dallas. Today, it is a beautifully-landscaped property with a main lodge and ranch houses that can sleep 91 people. It is used for training and retreats and continues to be expanded and developed so that we can better serve the needs of our Jewelers.

NOW Our Philosophy, Purpose, and Objective have not changed, and we continue to grow steadily. The Lord has richly blessed our efforts as we have continued to work hard. We plan, organize, direct, and control our growth. We have built a solid company with a strong financial base assuring us of a secure future as reflected in our annual audits by a major accounting firm. We control our growth to be sure we can service and support our Jewelers.

We’re here to serve.

Even though Premier is in the direct sales industry, we prefer to call ourselves a “Direct Service” Company. Our desire is to incorporate all the good things about direct sales but with the emphasis on caring and serving, not on dollars. Premier Designs is first in many things, but most of all first in caring and serving.

We really do care.

By “caring” we mean that we are interested and concerned about you, your progress, your desires and your success, realizing fully that we cannot help you succeed without having a successful company.

Our sponsoring within the “Family” concept is directly related to our “care” philosophy. As you, the Jeweler, sell Premier Designs products and build a “Premier Family” downline, the financial gains through our generous commission structure can be very rewarding. We expect our people to work with the people they sponsor.

We are building a company that cares and will continue proclaiming it all across America. If we are to expect people to put their trust in us, our walk must live up to our talk. Joan and I have made a commitment to Honor God and Serve People and with God’s help we pray we can do it. Will it be easy? NO! Can we do it alone? NO!

Andy Horner
Chief Servant Officer (CSO) and Co-Founder
Policies & Procedures for Premier Jewelers

These Policies and Procedures, together with the Independent Distributor Application Agreement and Renewal Agreement, constitute the entire agreement between a Jeweler and Premier Designs, Inc. Each Jeweler shall operate independently and determine her own work hours and the number of Jewelry Shows she will hold each month, as long as she complies with these Policies and Procedures.

Becoming a Premier Designs Jeweler

Any person who wishes to become a Premier Designs Independent Distributor (Jeweler) must submit a completed Independent Distributor Application and Agreement (Agreement) and become familiar with the terms and conditions set forth in the Agreement. Only individuals will be accepted as a Jeweler. Premier Designs, Inc. (Premier) will not recognize any corporation, partnership, limited liability company, joint venture, or other entity as a Jeweler. Premier reserves the right to refuse any application.

Authorization and Application Fee

The Authorization and Application Fee provides you with certain rights and privileges for a period of one year. This Fee is non-refundable and must be submitted along with the Agreement.

The Fee provides a Jeweler with the following rights and privileges:

1. Authorization to be a Jeweler for a period of one year.
2. Authorization to purchase products from Premier at Jeweler cost (Commission Volume), and to sponsor other people into your sales organization (referred to as your “Premier Family” or “downline”).
4. A Literature Package with forms and paperwork to get you started in your business plus training DVDs and CDs.
5. Direct Toll-Free 800 numbers and a full-service website to serve you.
6. Shipping and handling of your personal orders. (Due to the increased cost in shipping to Alaska and Hawaii, Jewelers residing in these two states may be required to pay an additional fee for each order that is shipped.)
7. A monthly report reflecting all Retail and Commission Volume (CV) sales of your Premier Family, including your commission check, if applicable.
8. Filing of State Sales Tax Reports
   NOTE: Premier is not able to file State Sales Tax for Jewelers who live in Hawaii. Because of this, the Authorization and Application Fee for Jewelers who live in Hawaii is reduced. Contact Marketing Services at (800) 899-0092 for the reduced Fee.
9. Packaging of individual orders for each Customer and Hostess.

Renewing Your Independent Distributor Application and Agreement

The Agreement entitles you to the privileges listed above (other than numbers 3 and 4) for a period of one year and will automatically expire at the end of one year. If you wish to continue being a Jeweler when your Agreement expires, you must submit an Independent Distributor Renewal Application and Agreement (Renewal Agreement) and pay the Annual Renewal Fee. Your Renewal Agreement is due the first day of the month following your anniversary date. Any account balance with Jeweler Account Services must be cleared before your application for renewal will be considered.

When accepted, the Renewal Agreement entitles you to the privileges listed above for an additional period of one year and will automatically expire at the end of one year.

Both the Jeweler and Premier have the right to decline to renew the Agreement at either party’s discretion. In either case, it is understood that all privileges and rights to represent Premier as an Independent Distributor, purchase Premier Designs products at Jeweler cost, commissions, bonuses and position in the Marketing Plan will cease upon the expiration date.

Canceling Your Independent Distributor
Application and Agreement

Every Jeweler has the right to cancel their Agreement by giving written notice to Premier. This notification should be sent to the Manager of Marketing Services.

Jewelers must comply with the Policies and Procedures of Premier. Failure to do so may result in the cancellation of the remaining portion of their Agreement. Subject to compliance with local laws, Premier reserves the right to cancel the Agreement of any Jeweler at any time. Should the decision be made to cancel the remaining portion of a Jeweler’s Agreement, Premier will inform the Jeweler in writing that the Agreement has been cancelled. The cancellation will be sent by certified mail to the Jeweler’s last known address on file with Premier. In the event of cancellation, the Jeweler must immediately cease representing Premier as an Independent Distributor.

Personal Status Changes

Personal status changes can be made online in the Jeweler Only section of the Premier Designs website or submitted in writing to the Home Office. When changing names due to marriage or other legal proceedings, you must send in a new completed Independent Distributor Application and Agreement.

If you do not have access to the internet, you can mail or fax your change(s) in writing or call Customer Services and request a Change Form.

Transferring/Assigning the Rights of a Jeweler

Jewelers may not transfer or assign their rights and privileges to any other individual or party.

Jeweler Recommendations and Suggestions

Premier was built on adherence to high standards of conduct and moral values. Your ultimate success will depend on your commitment to our Purpose, Philosophy, and Objective. You must be willing to serve others and develop a consistent work plan for yourself.

You are an Independent Distributor and will not have quotas or performance requirements assigned by Premier. However, successful Jewelers have demonstrated that the following steps will help you build your Premier Designs business:

1. A consistent personal Jewelry Show business is key.
2. Attend and support the local trainings and meetings in your area as often as possible.
3. Attend the National Rally and Regional Rally whenever possible.
4. Seek assistance from your sponsor or your upline when you have questions or need help. However, don’t expect them to be responsible for your success. You are an Independent Distributor, and your success in Premier Designs depends on what you do with your business.
5. Support and work within Premier Designs’ policies and procedures.

If you choose to build your business through sponsoring, please understand that Premier Designs will hold you to a higher standard. Sponsoring other Jewelers into Premier will help you build a long-term business, but it requires much time and effort.

There are responsibilities and expectations that come with having a downline and receiving a commission check, and the guidelines listed below will help you succeed in developing a Premier family:

1. You should be actively and personally involved with the people you sponsor.
2. You should assist a new Jeweler in your Premier family by:
   • Helping them inventory their supplies and samples.
   • Reviewing the Jeweler Handbook with them.
   • Personally conducting their Training Show.
   • Training them in the basic principles of the business.
3. You should continue to assist a Jeweler in your Premier family by contacting them on a regular basis to encourage, train and help them in their business.

4. You set an example for the Jewelers in your downline. This is a Jewelry Show business and you should consistently hold Jewelry Shows. Submitting the minimum amount of CV each month just to receive a commission check is not acceptable.

Alcohol Policy
Because of potential liabilities, Premier’s policy is that NO ALCOHOL be served or consumed at any Premier Designs function or event. This includes, but is not limited to, National Rallies, Regional Rallies, Opportunity Presentations, Business Meetings, Downline Meetings and Trainings, and Jewelry Shows.

Business Licenses
Some cities, counties, or states require a business license for you to operate in their jurisdiction. Obtaining such a license is your sole responsibility. To determine licensing requirements in your area, call the applicable City Hall, County Courthouse or State Capital.

Jeweler Residing on Military Installation
Jewelers who live on a military installation are subject to the same policies, rules and regulations as any other Jeweler. It is the responsibility of the Jeweler living on a military installation to contact their Base Commander, Liaison or other appropriate official to ensure compliance with any applicable base or military guidelines/regulations.

Prices and Terms
Jewelers will be able to order products from Premier according to the prices established in the Price List in effect at the time of the shipment. Premier reserves the right to change its prices at any time.

The current Price List is located in the Jeweler Only section of the Premier Designs website and contains the suggested retail prices. You have the right to sell the products for any price and also have full charge of the manner and method of the sale.

The “70% Rule”
State and Federal consumer protection laws require that at least 70% of your purchases are sold to Customers. This is to protect you, as an Independent Distributor, from having to carry excessive amounts of product.

This means that you cannot place an order for products unless at least 70% of your orders from the previous month (other than your samples) have been sold to Customers. You should keep records of your retail sales and may be asked to send documentation of retail sales (Hostess and Customer Receipts) to the Premier Designs Home Office.

Jeweler Gross Profits
You will make 50% gross profit on all Jewelry items sold at suggested retail price. The Customer will pay you the retail amount plus shipping and applicable sales tax. You will then submit the order to Premier Designs along with the Jeweler cost(s), shipping and handling, and applicable sales tax.

Commissions
If you have a downline and submit the required minimum CV in personal retail sales (see below), you will receive a monthly commission check for 10% of the qualifying CV generated by the Jewelers in the first three levels of your downline.

Commissionable CV includes sales from Jewelry Shows, Individual Orders and Catalogue Purchase Plan Orders. Sample Orders (Type 18) are commissionable after a new Jeweler has completed six months of service and has submitted $1,000 in personal CV.

You will also receive a 10% commission on the first $1,000 of qualifying CV from new Jewelers in your 2nd, 3rd and 4th levels. This is a maximum commission of $100 and must be earned within the new Jeweler’s first 12 months.

To receive a commission check, you must submit at least $300 CV in personal retail sales during the accounting period. This $300 in CV must be received in the Home Office before noon (CST) on the last day of the accounting period. (NOTE: Your personal Sample Orders do not count toward the required minimum CV.)

Every Jeweler who has personal sales activity from Jewelry Shows, Individual Orders, Catalogue Purchase Plan Orders or Sample Orders or who sponsors a new Jeweler will receive a monthly Commission Volume Report showing all sales activity done by the Jeweler and by each of the Jewelers in her downline.

Training Allowance
If you sponsor a new Jeweler into Premier Designs, you are eligible to receive a $200 Training Allowance. This Training Allowance is provided to offset some of the expenses incurred in the ongoing training of the new Jeweler.
You will receive the allowance 1) after you have conducted a Training Show for the new Jeweler and 2) Training Show Verification questionnaires have been completed. In addition to conducting the Training Show, you should work closely with a new Jeweler, especially in her first ninety days. This includes reviewing the Jeweler Handbook with her and providing on-going training on the basic principles of how to get her business off to a great start.

Training Allowance(s) will be paid on your commission check in the next accounting month after the Training Verification Form is received in the Home Office.

Jeweler Account Services
A personal account will be established for you in Jeweler Account Services to handle all financial transactions, discrepancies, etc. Monthly statements will be provided that reflect any orders that are under or overpaid. Also reflected on your statement will be any open backorders and renewal balances. Payment for any outstanding statement balance should be submitted upon receipt.

If an order is underpaid, you must submit payment for the discrepancy before the order can be shipped. If you have a balance that reflects overpayment (credit), you may apply it toward your next order.

If you have any questions concerning your statement, please call Jeweler Account Services at 1-800-883-2228.

Payment Terms
Full payment is required with each order when it is received at Premier. Premier’s payment terms are stated in the Agreement:

“All orders shall include payment by cash, personal check, cashier’s check, certified check, approved credit cards, or money order only, or be in accordance with such check-writing terms as Company may establish from time to time.”

If an order is received without payment for any reason, the order will not be processed until full payment has been received. Orders will be credited the day payment is successfully processed, not the day the order was received. This is especially important when submitting an order for the end of an accounting period, contests, or promotion deadlines.

NOTE: Premier is not able to accept third-party checks. For security purposes, please do not send cash through the mail.

Credit/Debit Cards
To pay for an order of any kind with a debit or credit card, your name must appear on the card. It is not sufficient to be an “authorized user” of someone else’s debit or credit card. The cardholder’s billing address information will also be required.

At this time, Premier accepts Visa, MasterCard, Discover and the Jeweler Rewards Credit Card. You may also use funds from your ProPay account.

Jeweler Rewards Credit Card
The Jeweler Rewards Credit Card is a private charge card, administered by a third-party provider, that gives you a method to charge all your Premier Designs purchases. It also provides a valuable year-end tax summary. Cardholders accumulate points in the Jeweler Rewards Points Program which can be used toward catalogues, Retail Jewelry Certificates, Registration fees for the National Rally and Regional Rally, payment of Annual Renewal Fees and National Rally travel. As a Jeweler Rewards cardholder, you can also participate in special promotions only available to cardholders.

Insufficient Funds Policy
Premier offers you the privilege of paying for orders with a personal check. If a check is returned due to insufficient funds, this privilege may be revoked. You will also be responsible for any service charges incurred by Premier.

Accepting Credit Cards from Customers/Hostesses
Premier provides various Credit Card Service programs that will allow you to accept credit cards from your Hostesses and Customers. Refer to the Jeweler Only section of the Premier Designs website or contact Jeweler Account Services to request information on these programs.

Refund Policy
Any refund to a Customer or Hostess is the responsibility of the Jeweler. Requests for refunds received at the Home Office will be referred to the appropriate Jeweler.

In the interest of good customer relations, it is highly recommended that you provide refunds whenever possible.

Buyer’s Right to Cancel
In accordance with Federal Trade Commission guidelines, you must provide a complete refund if requested by any Customer or Hostess within the first 72 hours after purchase. The “Buyer’s Right to Cancel” is listed on the front of the Customer Receipt, and each Customer must receive two copies of the Customer Receipt with their order.
Income Taxes, Self-Employment and Estimated Taxes

As Independent Distributors, you are responsible for filing your own income taxes with the appropriate federal, state, and local authorities and for reporting all income associated with Premier Designs, Inc. from personal sales as well as non-personal sales including income from commissions, prizes, contests, or awards. It is your responsibility to track all revenue and expenses from your business.

You are also responsible for paying self-employment tax, which is the Social Security and Medicare withholding for individuals who work for themselves. Form 1040-SE is used to figure and report this tax.

An estimated tax covers both self-employment and income taxes. In some cases, you may be required to file estimated payments on a quarterly basis. Form 1040-ES is used to figure and report estimated taxes.

If you are an employee of another company (in addition to being a Jeweler), you may choose to ask your employer to increase the taxes withheld to cover your income from that company and from your Premier Designs business.

By law, Premier is required to report non-personal sale income (commissions, prizes, contests, and awards, etc. administered by the Home Office) in excess of $600 to the Internal Revenue Service. To assist you, Premier will send you an IRS Form 1099-MISC if you earn over $600 in non-personal sales or if you purchase products in excess of $5,000 from Premier. This form identifies the amount of income reported by Premier to the IRS and will be sent at the end of each January.

For help with tax planning and tax reporting needs, visit the IRS small business website. A link to the site is available in the Jeweler Only section of the Premier Designs website, or you may visit the IRS website directly at www.irs.gov. You may also wish to secure the services of a competent tax advisor.

Premier Designs Mail

If you are actively placing orders in your business, you will receive periodic mailings that contain important and valuable information that will help you in your Premier Designs business. We suggest you keep these items for future reference.

Shipping

You are responsible for providing Premier with a complete and correct shipping address for all orders. For orders being shipped to a residence, be sure to give a physical address including specific type of street (Avenue, Lane, Street, etc.) and a five digit zip code. Do not use a Post Office Box unless a mail receptacle is present for delivery. Carriers do not deliver Overnight or Second Day packages to a Post Office Box.

For orders being shipped to a business address, always include the name of the company as well as the name of the individual receiving the package. Be sure to provide any applicable building, floor, suite, or department numbers and a full five digit zip code.

NOTE: If you provide an incorrect shipping address and an order has to be re-routed, you will be responsible for any service charges from the carrier. If you provide an incorrect shipping address and the order is lost and has to be re-shipped, you will be charged in full for the re-shipment until the original order has been returned to the Home Office.
Special Shipping
You may select Second Day or Next Day Shipping to expedite the delivery of an order. Additional shipping charges apply.

NOTE: Be aware that Special Shipping does not speed up in-house turnaround. When you choose to use one of the Special Delivery Options, you are paying for expedited shipping only (once the order has been shipped from the Home Office). All orders are filled on a “first-in, first-out” basis and we strive for a 72-hour in-house turnaround on most orders.

For more information regarding special shipping charges, contact Customer Services.

Serve-Us-Store Shipping
Serve-Us-Store orders with catalogues require special shipping charges:

• Overnight shipping is a $20.00 charge for the first package; each additional package is $10.00.

• Second Day shipping is an $8.00 charge for the first package; each additional package is $7.50.

Backorders
Premier strives to maintain adequate inventory on all items. If an item is temporarily out of inventory, it will be backordered. Premier will ship your order, less any backorders, to the address you specified.

You and your Hostess and Customer will be made aware of any backorders by a notation on the Packing Ticket.

When the backordered item becomes available, it will be shipped to the address you specified.

NOTE: All backorders are mailed via US Postal Service even if your original order was sent via Overnight or Second Day delivery.

Premier Designs’ Golden Guarantee
The Golden Guarantee is provided as a service to you and your Hostesses and Customers. It is one of the finest warranties in the Direct Sales industry, but it is not intended to cover normal wear and tear of jewelry items.

Replacement/Exchange Orders
Jewelry items being returned for replacement or exchange should be returned, postage paid, to the Home Office along with proof of purchase and any applicable service fees and sales tax.

You are responsible for any items that are lost or damaged in transit, so be sure to carefully package each piece and properly insure your return with the carrier. We recommend using a padded style envelope or box.

WHAT IS NORMAL WEAR & TEAR?
Premier Designs High Fashion Jewelry is manufactured in compliance with the highest quality control standards in the industry. High Fashion Jewelry is a product that requires care, periodic cleaning and rotation in your wardrobe.

As with all other fashion accessories, time and wear will result in the need for purchasing additional High Fashion Jewelry items. Stones and clasps may exhibit problems after many seasons of use. This is considered normal wear and tear and is not considered a manufacturing defect. Perfumes, hairspray, swimming, and perspiration can cause the plating of High Fashion Jewelry to deteriorate prematurely.

To clean your Premier Designs High Fashion Jewelry, use a mild liquid soap or Premier Designs Jewelry Cleaner. For your silver, we recommend the Premier Designs Polishing Cloth. Pearls should be cleaned with a cloth slightly dampened with water but never immersed in a liquid. Premier Designs High Fashion Jewelry is not manufactured to withstand harsh chemicals and cleaners.

Post Earring Policy
In the interest of health and safety, post earrings can only be exchanged if they have not been tried on or worn. You should make your Customers and Hostesses aware of this policy.
Replacement/Exchange (R/E) orders received with insufficient information, fees, or other discrepancies will be held until a Customer Services Associate can contact you and correct the order.

R/E Orders with unresolved problems will remain open for 90 days. After 90 days, open R/E orders will be closed.

REPLACEMENTS
An item with a manufacturing defect will be replaced with a new piece of the same item. If the returned item is no longer in inventory, an item of equal or greater value may be selected. If a Customer selects an item of greater value, you should collect the retail difference, plus tax. If an item of lesser value is selected, no credits or refunds are given.

EXCHANGES
An item may be exchanged within five (5) days of receipt for any other item of equal or greater value. Proof of purchase is required and items to be exchanged must be returned to you within five (5) days of receipt. If a Customer selects an item of greater value, you should collect the retail difference, plus tax. If an item of lesser value is selected, no credits or refunds are given.

NOTE: Items received in the Gold Sample Package and/or the Silver Sample Packages may not be exchanged for different items. Three rings from either package may be exchanged for different sizes.

Lost Items
Jewelry items lost within the first 60 days due to a known manufacturing defect will be replaced. A Replacement/Exchange Form, along with the original proof of purchase should be sent to Replacement/Exchange Services for consideration.

Gold Sample Package Warranty Program
The Gold Sample Package Warranty provides replacement of your Gold Sample Package items stolen or destroyed by fire or flood with those items in the current Gold Sample Package. The cost of the program is $25 for a 12-month period. Details of this program are available in the Jeweler Only section of the Premier website.

Internet Usage, Social Media, etc.
Premier Designs does not intend for Jewelers to mass-market or promote their business over the internet. Jewelers are not permitted to use the internet to sell or auction our products. Our full internet policy is stated in section 4 of the Independent Distributor Agreement.

Jewelers may utilize the various forms of social and business networks (Facebook, Twitter, etc.) with people with whom they already have an existing relationship. These networks should be used generally for communication with your friends, Hostesses, customers and downline and not to solicit others or be found by others with whom you do not have an existing relationship.

Jewelers may not use or reproduce the catalog (or even the catalog cover) or any other copyrighted materials. You may use your own photos or videos of jewelry in layouts or on people or mannequins. Flyers, invitations, etc. would also be fine. Again though, only people with whom you already have an existing relationship should be able to access them.

You can email your family, friends, customers and Hostesses about your Premier Designs business...the key is that you are not “blast emailing” people with whom you do not have an existing relationship.

Jewelers may have a website for the sole purpose of communicating and sharing information with their downline Jewelers and existing customers and Hostesses. Any website must be in compliance with the guidelines listed above and must be password-protected for all users.

Jeweler Misrepresentation
Jewelers should not misrepresent Premier Designs, Inc. in any manner whatsoever. Jewelers making any misrepresentation are subject to legal recourse for damages and cancellation of the remaining portion of their Agreement. For purpose of this policy, misrepresentation shall include, but not be limited to:

• Stating that any product has any value or quality not specifically stated by Premier Designs, Inc. in its copyrighted information for the products.

• Reviewing the Premier Designs Marketing Plan with any person without clearly advising her that no compensation is received solely for sponsoring a new Jeweler and that there is no requirement that a person purchase any product or samples to get started in Premier.

• Stating that any person may make any specific income in Premier in any manner unless, in the same presentation, the Jeweler states that said hypothetical or potential earnings may vary due to individual efforts, ability, desire, experience, time available, strength of the organization, geographical location and many other factors. Jewelers should not use their commission checks in an effort to sponsor a new Jeweler.

• Re-packaging, re-labeling, selling or attempting to sell Premier Designs, Inc. products under any other name.
Non-Competition and Confidentiality Representations to the Media

No Jeweler may speak for Premier Designs, Inc. or its products by way of an interview on radio, television, through the press, any periodical or through any other media. Personnel from the Premier Designs, Inc. Home Office will handle public relations for the Company. If approached by anyone in the media, please contact Communication Services at the Home Office.

Jeweler-Originated Promotional Material

Jewelers may use creativity and originality in printed or promotional materials. All printed or promotional materials regarding Premier Designs, the product or the opportunity offered by Premier Designs, Inc. must be approved, in writing, by the Home Office.

When creating printed or promotional materials, here are four general guidelines to remember:

• Any promotional materials you create should be clean, clear and professional. Material you create will be a direct reflection on your business and on Premier Designs, Inc.

• Jewelers can use the words “Premier Designs” or “Premier Designs High Fashion Jewelry” but cannot use the words “Premier Designs, Inc.” This is a fine distinction, but very important.

• Jewelers should always use their name, along with the title “Independent Distributor” when promoting or advertising their business. On your telephone answering machine, for example, “Jane Doe, Independent Distributor of Premier Designs High Fashion Jewelry” is acceptable.

• The Premier Designs Logo is a federally registered trademark owned by Premier Designs, Inc. Any Jeweler wishing to use the Logo, in any manner whatsoever, must first have written permission from Premier. Written permission is required for each use of the Premier Designs Logo.

If you have any questions regarding this matter, contact Communication Services at the Home Office.

Promotion/Sale of Non-Premier Products

No outside product can be advertised or sold at any Premier Designs event. This includes, but is not limited to, Jewelry Shows, Rallies, etc. Any selling or advertising done at a Premier Designs, Inc. event is a violation of this policy.

Rules and Regulations

Jewelers have no authority to bind Premier Designs, Inc. to any obligation. Each Jeweler shall hold Premier Designs, Inc. harmless from any claim, damages, or liability arising out of the Jeweler’s business practices. In the conduct of business, the Jeweler shall safeguard and promote the reputation of the products and devices of Premier Designs, Inc. and shall refrain from all conduct which might be harmful to such reputation, to the marketing of such products and services, or is inconsistent with the public interest and shall not engage in any discourteous, deceptive, or unethical practices.

Non-Waiver Provision

No failure of Premier Designs, Inc. to exercise any power or right under these rules and regulations or any agreement with the Jeweler or to insist upon strict compliance by a Jeweler with any obligation or provision, and no custom or practice of the parties at variance with these rules and regulations or other agreement with a Jeweler shall constitute a waiver of Premier Designs, Inc.’s right to demand exact compliance therewith. Waiver by Premier Designs, Inc. can be effective only in writing by an authorized officer or manager of Premier Designs, Inc. as to that or any subsequent default.