

Top Ten Tips to Designer

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1. Know your WHY. WHY WOULD I EVEN WANT TO MAKE THE DESIGNER LEVEL?

- a. Title “Leader”
- b. Top 5% of the company
- c. More money... extra 2% commissions down to 6th level
- d. \$1,400 Cash (7 Training Allowances)
- e. \$500 Free Jewelry (Continued yearly via Designer Circle)
- f. Designer trainings, special events, and trips
- g. More involvement
- h. Personal growth
- i. Friendships

2. Know your WHAT. WHAT DOES IT TAKE TO GET TO DESIGNER?

- a. Sponsor 7. Baby steps. 1 every 55 days.
My plan is to sponsor, not 12 per year, but 1 per month.
- b. 36 Home Shows. Baby steps. 3 shows per month.
My plan is to hold, not 60 shows per year, but 5 shows per month.

3. Know your HOW. HOW DO I GET TO DESIGNER?

How will you make your goal a reality? Do what the successful people that have gone ahead of you suggest that you do. You’ve got to have a teachable spirit! It doesn’t matter what level you reach, if you stop making the effort to learn, you’ll stop growing as a leader and as a person!

In the SPONSORING category...

4. Be intentional in LOOK for potential jewelers.

- a. At H/Coach: Mini 1 on 1 “Is Premier Worth The Time” sheet [Terrell’s website]
- a. At Show: Great sponsoring activity followed by the invitation.
Charming Chick Club. [handout]
- b. Referrals: Referral Card or Guest Survey [Draper’s website]
- c. Network: Mom’s clubs, Chamber of Commerce, women’s social clubs, business
- d. Market yourself & your business. Flyers [handout], registration boxes, mini displays, etc.
- e. Booth Setups: Registration table is very important [picture handout]
- f. Lifestyle: Elizabeth Draper’s online training. Eating out, shopping, in lines, hair salons, banks. Lifestyle could be an entire training in itself.

5. Focus on the PROCESS of sharing. DON’T FOCUS ON THE OUTCOME.

Share because you care! Be encouraged that every single time you share with someone; you are successful! In Dr. Tom Barrett’s book, Dare To Dream Work To Win, we read “He or she that shows the most presentations wins. Period... that’s it.” The more you share (practice,) the better your sign-up ratio will be. Work your way up from 1 in 10 to 1 in 5. The best of the best sponsor 1 in 3!!! Sharing is the PROCESS to success! **Prov. 3:27-28 Do not withhold good from those who deserve it, when it is in your power to act. Do not say to your neighbor come back later; I’ll give it tomorrow, when you now have it with you.**

Process (cont'd)

- a. Treat 1on1s like you do shows – highlight and fill it in.
- b. Give yourself a sharing contest. Quickshare. Reward yourself.

6. Learn to do an EFFECTIVE 1 on 1. MAKE THAT CONNECTION.

- a. Listen and ask the right questions. Family, occupation, hobbies, etc.
"It's nice to see you again, What about Premier interested you enough to even be here today?"
- b. Spend more time on what her WANTS are, not just what her needs are.
- c. Closing:
 - On a scale of 1-5, what is your level of interest? If she is a 1-2, STOP and ask for referrals! If she is a 3-4 ask, what's keeping you from being a 4 or 5?
 - Is the Premier card an option?
 - 90-Day Trial
 - Schedule T/S. *"Janet, why don't we pencil in a tentative date for your show. You can let me know whether it will be a regular show and you get the free jewelry or your T/S and instead of me making the profit and doing shows with your friends and family, it will all be going to YOU! I will do your show, but you will get all the free jewelry, cash, and shows. How does that sound?"*

7. Learn how to FOLLOW-UP. OVERCOME FEARS.

- a. Conference call with up-line Designer, OR Role-play over the phone first
- b. Ask the right questions. *"Help me to understand what you mean by that?"* Or, just repeat what she just said... *time, money?* Or, *"What's keeping you from giving it a try?"*
- c. Remind her about the 90-Day Trial
- d. Do the FEEL, FELT, FOUND thing. Time: *"Oh Suzie, I understand how you feel, I felt the same way, but this is what I found."*

In the HOME SHOW category...

8. Do whatever it takes to HOLD those shows! SOME WAYS TO LOWER POSTPONEMENTS ARE:

- a. Original date bonus gift
- b. Hostess Confirmation letter
- c. Send "courtesy reminders" out
- d. Teach hostess how to earn bonuses
- e. Offer Theme shows [handout]
- f. Catalog Sales Plan + U&2
- g. Keep In Touch!!!
 - Fun Ways to Keep Shows [handout]
 - \$25 Bonus Premier Postcards
 - Emails, phone calls, text

9. Build CONSISTENCY and balance into your business.

Consistency with the balance of holding home shows and sponsoring is by far what I believe will attribute to the success in your Premier business! I hope to encourage you when I tell you that I've NEVER been a top retailer or sponsor in the nation. Year after year all I've been consistent in holding shows and sponsoring.

Golden nugget #1: Randy Draper. "BIG shots are little shots that keep on shooting!"

Golden nugget #2: "God uses ordinary people to do extraordinary things." I could so relate to that. God will bless your efforts in due time, His perfect time.

10. PLAN your work, and WORK your plan. BABY STEPS → LITTLE SHOTS → BIG SHOTS!!!

Do you want the formula for success?!!! $5+7+2+1+2$

5 Shows per month, no exceptions, no excuses! That's 60 home shows per year.

7 NJs per year, no exceptions, no excuses. That's 1 every other month.

2 Rallies per year

1 Training per month

2 people to work with to get to Designer every year

CLOSING:

A wise man has told us to... Remember to take time to pray, because it's the greatest power on earth. Take time to work; it's the price of success. Take time to give, it's the key to receiving, and take time to love.

~ Andy Horner

Golden Nugget #3: If you take care of God's business, He WILL take care of yours.

~Gayle Foster