

park*lane®
JEWELRY | SINCE 1955



5*STAR
hostess plan

OVER 50
thank you awards



1 thank you awards

Choose one item from this list for just \$14 by returning your qualified guest list within three days.

A La Mode Bracelet - 10906
Bedazzled Necklace - 11229
Big Love Necklace - 11426
Blue Tides Necklace - 11212
Boca Necklace - 11232
Boca Ring - 11234
Casablanca Necklace - 10990
Chloe Necklace - 11113
Crystelle Necklace - 11447
Edgy Necklace - 10929
Fashion-able Necklace - 8781
Fashion Must Necklace - 11226
(gold or silver)
Fifi Necklace - 11440
Floral Frost Necklace - 11157
Fringe Necklace - 11251
Get Noticed Pierced Earrings - 11434
Glitter Girl Necklace - 11352
Happening Necklace - 11253
Hooty Bracelet - 11411
Ice Baby Necklace - 11439

Inspired Bracelet - 11260
Intermix Necklace - 11450
It's Hott Necklace - 11230
It's Hott Pierced Earrings - 11231
Kate Necklace - 11445
Kate Bracelet - 11446
Leopard Necklace - 11345
Leopard Bracelet - 11347
Luminous Necklace - 11354
Luxedo Necklace - 11087
Majestic Necklace - 10762
Metro Chic Necklace - 11052
Midnight Sparkle Ring - 11457
Mix & Match Pierced Earrings - 11442
(gold, silver or hematite)
Night Fall Necklace - 11398
Panda Necklace - 11393
Peacock Necklace - 11209
Peacock Ring - 11211
Phoenix Necklace - 11384
Possibilities Necklace - 10635

Purple Passion Necklace - 11421
Roma Ring - 11382
Rose Garden Necklace - 11409
Rose Garden Bracelet - 11410
Rosette Ring - 11054
Sapphire Ring - 10778
Scrumptious Bracelet - 11284
Starry Nights Necklace - 11103
Trendsetter Necklace - 11415
Truffle Ring - 10779
Turquoise Treasure Bracelet - 11387
Venice Necklace - 11272
Venice Bracelet - 11274
Verona Necklace - 10074
(gold or silver)
Wild Stripes Necklace - 11467
Wild Stripes Bracelet - 11468
Wow Ring - 11124
Young Love Necklace - 11407



See our Thank You brochure and catalog for item details.

2 customer order credit

\$20 CREDIT for each customer order

FREE BONUS GIFT

With 10 or more orders,
you may choose...

INSTYLE BRACELET

Clear (10249), Jet (10248), or Amethyst (10446)
Genuine Swarovski crystals & CZs



3 half-price shopping

You may purchase
up to **FOUR** regular-line items at **HALF PRICE**

4 hostess only collection

You may qualify to
purchase
up to **FOUR**
"Hostess Only"
discounted items



Choose additional "Hostess Only" Items featured in our catalog.

5 booking awards

Awarded AFTER bookings are held within 30 days and qualify with minimum \$200 net sales each.

1st Booking - \$50.00 for only \$5.00

2nd Booking - \$50.00 for only \$5.00

3rd Booking - \$100.00 for only \$10.00

With 3 Bookings, receive a \$200 Shopping Spree for just \$20!

Tax and transportation must be paid on booking award credit.

three booking gifts

Choose one of the following options absolutely FREE after three bookings are held and qualified within 30 days of your show.

An exquisite item from our Three Booking Gift collection.

OR

Any one regular-line item valued up to \$100



Choose from additional "Three Booking Gift" items featured in our catalog.



hostess hints checklist

- Return completed list within three days. *Be sure to over invite.*
- Obtain absentee orders. *Collect payment for order.*
- Prearrange bookings. *Ask those unable to attend to date a show for you.*
- Call to remind each guest about the show several days before the show.
- Encourage everyone to "bring a friend!"
- Recommend someone who might like to hear about Park Lane. Receive \$50 in free jewelry when they qualify as a Park Lane director.

INVITE BY PHONE:

"Hi, _____, this is _____. Do you have anything planned for next Thursday evening?" (Wait for response) "I'm having a Park Lane jewelry show, and I would love for you to be there. By the way, who do you know who loves jewelry?" (Wait for answer) "Great! Please invite them to come with you. The show is on _____ and it starts at 7 pm! I can't wait to see you!"

PHONE CALL FOLLOW-UP:

Make reminder calls and confirm attendance to plan your seating and refreshments. "I'm planning the seating and refreshments for my show, and I am calling to confirm that you are coming." (Wait for response) "Wear an outfit that you would like to accessorize! By the way, are you bringing a friend?" (Wait for response) "Great! I am looking forward to seeing you on ____."

• Net sales must be \$200 or more to qualify for any hostess credits or awards. The customer \$12 bonus items, "Hostess Only" purchases and any discounted promotional items do not count toward net sales total.

• A minimum of ____% down payment of the total (including tax and transportation) is required on each show.

• A hostess pays sales tax on free hostess credit and on any discounted purchases/promotional items, plus transportation fee.

the magic FORMULA

___ Absentee Orders + ___ Show Attendee Orders + ___ Future Bookings = A Successful Show!

SELECT YOUR JEWELRY!

STAR #1

Choose a "Thank You" Award (\$14.00 fee) _____
 Item Name / Value \$ _____

Thank You Award
 \$14

STAR #2

_____ Total Orders X \$20 shopping credit each =
 List your favorite item choices:

\$ _____
Total Value

Special 10 Order Bonus Gift

InStyle Bracelet (Value \$129)
 Choose Jet, Clear or Amethyst CZs

FREE

Special Offer: _____

\$ _____
Total Value

STAR #3

Choose up to FOUR items at Half Price
 List your favorite item choices:

Half Price Purchase

STAR #4

Qualify for up to FOUR "Hostess Only" items at a discount!
 List your favorite item choices:

Hostess Only
Discounted Purchases

TOTAL FREE SELECTIONS \$ _____

STAR #5

BOOKING AWARD

Three bookings = a \$200 Shopping Spree for just \$20 (+tax & trans)
 (Bookings Awards are redeemed after bookings are held)

\$ _____

List your favorite item choices:

FREE GIFT

FREE 3 Booking Gift _____

GRAND TOTAL \$

Director (e-mail & phone #)

SHOW DAY / DATE:

SHOW TIME: _____