

Jewels by Park Lane

FORMAT FOR PRESENTATION OF JEWELRY

- Practice and know your presentation.
- Presentation should last approximately 35 – 45 minutes.
- Prepare 5 jewelry rolls and 8 cue cards in advance.
- Model jewelry on everyone present at least once. (Maximum of eight.)
- Have your models stand and walk around the room for all to see.
- Show appreciation to your hostess. Treat her special and call attention to her often.
- Plant Recruiting, Booking and Sales Seeds throughout the show.

CARD # 1 (Show Part I)...THE OPENING TALK

1. Welcome guests and thank hostess for inviting you.

Present hostess with a small gift (wrapped jewelry item, silk rose/corsage, etc.)

2. Introductions

Introduce yourself as a Fashion Director with JBPL.

3. Play “Name Game”

This will acquaint everyone with each other and you. Thank guests for coming. Give a small gift to each person who brought a friend.

4. Introduce Park Lane

- Tell a little about your company.
- “There are three ways to obtain our jewelry. You may purchase it using our fantastic savings plan, earn it FREE by being a hostess, or own an entire jewelry wardrobe by becoming a Fashion Director like me. Just watch me tonight and see how much fun and how easy it is to do this.”

5. Mention the wide variety of styles and very reasonable prices.

“We carry several hundred items with something for everyone’s taste and budget. 6. **6. “There are**

three types of jewelry on the market today.

“Costume jewelry, fine genuine jewelry and fine fashion jewelry. The Park Lane collection is fine fashion jewelry plus many of our items incorporate genuine gemstones. Our jewelry is on the leading edge of fashion and we are proud of our exceptional quality.”

7. Read the guarantee.

Stress the importance saving their guarantee slip. “Keep the validated white copy that will be attached to your order. The yellow copy is just the receipt of your payment and may be discarded when you receive your order.” Explain how they may take care of any returns or exchanges by sending the item and their receipt directly to Park Lane.

8. Pass out Wish Lists to the guests

Ask them to enter the names of the items they like as you show the jewelry. “This ‘wish list’ is merely a worksheet...not your order form. It’s a way for you to keep track of your favorites...and it will make it easier for you to look up the items in our catalog later.”

9. Ask the guests to remove their jewelry as they may be asked to model. Describe the ensemble you’re wearing and remove it. As you say, “Now let’s see our beautiful jewelry.” start unrolling the ensemble you have pre-selected to wear to replace the jewelry you just removed. Re-dress yourself in the new ensemble as you describe it.

(End of Card #1)

CARD # 2 (Show Part II)...THE PRESENTATION

Roll #1 - Stress quality, craftsmanship, and variety. Using descriptive words, simply show the following items. (Suggestion: When one of the “Thank You Awards” fits the category, use it as the example. After presenting it, mention that it is available for just \$8.00 to a hostess as a “thank you”.

- **GOLD ITEM** – All our jewelry is electroplated using the very best plating process known to the jewelry industry. Park Lane’s gold jewelry is a beautiful warm color and the finish is very durable. Goldtone jewelry offers universal appeal and is especially flattering when worn with earth-tone clothing.
- **SILVER ITEM** – Most silver items are rhodium plated; tarnish-resistant and durable. Silvertone jewelry is the perfect accent to sky-tone clothing.
- **EARRINGS** –Our pierced earrings feature surgical steel posts; the same material used in the manufacture of surgical equipment. Some of our earrings are available in clip style, if so, it will be indicated in the catalog.
- **CHILDREN** – darling collection of jewelry for the little ones.
- **TEEN ITEM** – The perfect fashion trends for the teen on your gift list.
- **MEN’S ITEM** – Jewelry for everyone...even that special man in your life.
- **PINS** – Our pins have safety clasps and are beautifully finished so they do not snag your clothing.
- **PEARLS** – Our man-made pearls are beautifully finished. Classic and feminine, pearls complement every skintone.
- **RINGS** – Wide variety of styles. We use extra mils of gold / silver in our ring plating so they wear very well.
- **A CRYSTAL ITEM & A CUBIC ZIRCONIA ITEM** – Most all the crystals used in our jewelry are genuine Swarovski crystals. Cubic Zirconias (CZ’s) are man-made faux diamonds and are the ultimate in simulated gemstones.

(End of Card #2)

CARD # 3 MODELING ON HOSTESS & GUESTS

Roll #2 – Represents our Savings Plan. Arrange roller with items that will show versatility, combinations, and demonstrate the Bonus Item Savings Plan.

Explain Customer Bonus Item. Invite up 1 or 2 guests and have them model the items that represent an example of our savings plan. Use coordinating items and matched sets in groups of 4 or 5 items. Show how utilizing our incredible bonus item(s) plan a customer can realize savings of 50% or more. “Usually people BUY what they want to receive right away ...what they choose to purchase NOW (or can afford right now), and then **BOOK a show to receive the rest FREE!**”

(End of Card #3)

CARD # 4 (Show Part III)...THE BOOKING TALK

Roll #3 – Represents the Hostess Plan. Arrange the roller to contain items that will demonstrate how much jewelry a hostess can earn. You can call 2 guests to the front of the room to model, and explain that an average hostess receives hundreds of dollars in free jewelry and awards.

Mention that women often book shows to obtain our most exquisite items for FREE! Using a visual aid (poster, play money, calculator, etc.) show what a hostess can obtain by having an average show. Present the monthly hostess specials, extra incentives, and/or the current hostess Bonus Buy offer. You could

show items your hostess selected during Personal Hostess Coaching. Point out to the guests which Three Booking Gift their hostess is hoping to receive as her “Friendship Gift”. If a previous hostess is present, call attention to her and what she received at her show and what she is about to receive...her booking award “shopping spree” and/or her Three Booking Gift.

(End of Card #4)

CARD # 5 (Show Part III continued) ... THE RECRUITING TALK

Don't rush this part of your show...it could take as long as 5 to 10 minutes.

Pass out three \$50 Recruit Recommendation Certificates to each customer and start your Recruiting Talk. An easy technique is to use Park Lane's “Who Do You Know?” Flip Chart. It may be downloaded from the website or ordered through the Supply Department. Close your recruiting talk.

“Right now my company is in a huge expansion campaign throughout this area, and we are hiring other ladies just like ourselves to be Fashion Directors. For the people that are accepted by Park Lane, there is no investment for the jewelry and we don't have any delivery or collecting to do. It really is like a ‘dream job’! By recommending a friend or relative or neighbor tonight, you will go into a drawing for this beautiful prize! However, if the people you recommend are hired and they join Park Lane, you will also receive \$50 in free jewelry for each one!*

We are looking people with bubbly personalities; young mothers who don't want to return to the corporate world; women who need to get out of the house a little; working gals who want an extra income; retired ladies with a little extra time on their hands; women with a flair for fashion or who like pretty things; or those who have been involved in another job like this in party plan sales.

Please help by recommending someone you know... or maybe even YOURSELF! If you have ever thought of doing something like this, you could put your own name on one of the certificates and I'd be happy to talk with you about it a little later. Please put a little note as to why you are recommending the person. Be sure to list your name and phone number as “the talent scout” so we may contact you to select your free jewelry when your recommendation qualifies as a Park Lane Fashion Director.”

*Hold up a wrapped gift and offer it as a drawing prize to be awarded to one of the participants who turned in a recommendation(s).

(End of Card #5)

CARD # 6 Roll #4 – Gift-Giving (2 models)

Suggest different upcoming holidays/occasions and show items as examples of what would be an appropriate gift. Generally, you could arrange to have a few less expensive items in this roll and talk about how they could take care of their gift shopping absolutely FREE by having their own show. This is also the perfect place to explain the purchase of a Park Lane **Gift Card**. Point out that a gift card purchase also entitles them (the purchaser) to a matching value Bonus Item for just \$12.00!

CARD # 7 Roll #5 – Hostess Only and Three Booking Gifts (1 model)

Be sure to romance these items. Explain they are unique couture items available exclusively to hostesses only. Remind your guests of the Three Booking Gift their hostess has selected as her favorite. Explain that we refer to the jewelry in the Three Booking Gift collection as our “Friendship Gifts” because the only way for the hostess to receive her favorite item is for HER FRIENDS TO AWARD IT TO HER

by booking their own show. The hostess needs three special friends to say “yes”, hold a show, and that night’s hostess will receive her “Friendship Gift”.

Suggestion: During this part of the show, some Directors dim the room lights. Under the illumination of only the high intensity lamp or even by candlelight, show a selection(s) from the Hostess Only and/or Three Booking Gift Collection.

Close this part of the show by asking everyone to look at each other and ask, “Which jewelry do you see that would complement YOUR wardrobe the most?”

End of Card #7_

CARD # 8 (Show Part IV)...THE TRY-ON TIME

Closing Talk

- **Formally thank the guests and hostess and recap the benefits of dating a fashion show of their own.** Let them know how easy and fun it is to be a hostess. Explain that by hosting a show, they will be helping **FOUR** people. First of all, their friends, second, they’ll be helping tonight’s hostess, third, they’ll be helping you, and fourth, of course, they’ll certainly be helping themselves! Tell them that you will even send out their invitations for them and mention the different show types, formats, scheduling options, and party themes that you offer. “I would be honored to be invited to be your Fashion Director.”
- Invite the guests up to your display table. Encourage them to gather around your display by letting them know that when they come forward, you will have yet another roll of beautiful jewelry to unveil and show them!

(Show Part V)...ORDER CONDITIONING AND CLOSING

Sit with each show guest individually, and complete the following order conditioning steps.

1. **Take the order** and remember to suggest gift items, matching items, gift cards, etc.
2. **Ask for payment...** suggest cash, check, VISA, MASTERCARD, American Express or DISCOVER card.
3. **Ask her to book...** Compliment her and say, “I’d love to have you as one of my hostesses. If you were going to have one of my fashion shows, when would be the best time for you...next week, or the week after?” (Individually, ask every guest to be a hostess.)
4. **Initiate recruiting interest...** “You know, I’ve been thinking as we’ve been talking...you’d really be good at what I do. Have you ever thought about doing something like this?”

Read and reread your GUIDE TO SUCCESS to absorb its content and verbiage. The Guide, coupled with