



JEWELS BY
Park Lane
jewelsbyparklane.com



☆ *Five Star* ☆
HOSTESS PLAN



1

THANK YOU AWARDS

Choose one item pictured on the cover for just \$8.00 by returning your qualified guest list within three days.

See our catalogs for item details.

2

CUSTOMER ORDER CREDIT

\$20.00 CREDIT

for each customer order.

FREE BONUS GIFT

With 10 or more orders you may choose...

REMEMBRANCE

Ring (sizes 6-7-8-9) or pierced earrings

Available in goldtone or silvertone



#9757



#9687

3

HALF PRICE PRIVILEGE

You may purchase up to
FOUR

regular-line items at HALF PRICE

4

HOSTESS COLLECTION

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

Additional "Hostess Only" Items are featured in our catalogs.



5

BOOKING AWARDS

Awarded AFTER bookings are held within 30 days and qualify with minimum \$175 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.



Additional "Three Booking Gift" items are featured in our catalog.

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

OR



HOSTESS HINTS CHECKLIST:

- Return guest list within three days. *Be sure to over invite.*
- Obtain absentee orders. *Collect required deposit.*
- Prearrange bookings. *Ask those unable to attend to date a show for you.*
- Call to remind each guest a day or two before the show. *Encourage everyone to "bring a friend"!*
- Recommend a new director prospect(s) before your show is held. *\$50 free credit when they qualify as a Park Lane director!*

GUEST LIST BOOSTER SUGGESTIONS

Are the following people included on your guest list?

Friends / Relatives / In-laws
Co-workers (past and present)
Husband's friends' wives
Neighbors (past and present)

Jewelry-lover / Fashion-lover
Bank teller / Dry Cleaner
Aerobics / Golf / Bowling
Christmas card list

Hairdresser / Manicurist
Clubs / P.T.A. / Organizations
Anyone who has invited you to any type of home show

LET'S SET A GOAL...

___ ABSENTEE ORDERS + ___ SHOW ORDERS + ___ BOOKINGS

• "Thank You" Award (\$8.00 fee) _____ THANK YOU AWARD
Item name / value \$

• ___ # of orders x \$20.00 each \$ _____

10 order Bonus Gift: Remembrance (ring or earrings) REMEMBRANCE - FREE!

Special: _____

- Up to FOUR items at 1/2 PRICE
- Up to FOUR "Hostess Only" discounted purchases

TOTAL \$
select at your show

.....

• Booking Awards

Booking awards are redeemed after bookings are held.

3 bookings = \$200 shopping spree for \$20.00 (plus tax & trans.) \$ _____

FREE Three Booking Gift _____ FREE GIFT
Item name

GRAND TOTAL \$

- Net sales must be \$175 or more to qualify for any hostess credit and awards. The customer \$12 bonus items, "Hostess Only" purchases, and discounted promotions 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 / insurance.

INVITE BY PHONE:

"Do you have anything planned for next Wednesday evening?" (Wait for response.) "Good! I'm having a Park Lane accessorizing show with all the latest jewelry styles. Wear an outfit or bring clothes you would like to accessorize, and we can match them up! Please bring along a friend... the more the merrier!"

See you then! My show is _____ at _____.

PHONE CALL FOLLOW-UP:

Use when invitations have been sent and you are confirming attendance to plan seating and refreshments.

"I'm calling to make sure you received your invitation to my Jewels by Park Lane show on _____ (day) at _____ (time)."

"I'm planning seating and refreshments so I'm calling to confirm that you are coming." (Wait for a response.) "Try to wear an outfit or bring clothes you would like to accessorize, and we can match them up! Are you bringing a friend?" (response) "Great! I'm looking forward to seeing you on _____."

Director: _____

SHOW DAY / DATE: _____

SHOW TIME: _____