

## “Vintage Verbiage” for you!!

By Greg & Melissa Terrell

You are in a PERFECT position to use the phrase, "Can you help me out? I'm in the Jewelry business and I need some help..." then use the referral approach. Let people know that the way you operate your business is through referrals of you finding:

1. *Someone who wouldn't mind helping you out with "referrals"*
2. *The "party queen"*
3. *Ladies who LOVE jewelry*
4. *Ladies who need to make some part time money*

"Sandy (your prospect or "referral center"), I know you are not interested at all in getting into my jewelry business, Premier Designs, but can you help me out? I want to build my business through referrals and even if it isn't for you, maybe you know someone who could earn an extra \$500-\$1000.00/month. I would love to get together for coffee and share what Premier has done for me and tell you how someone can make money in Premier. If you can think of someone right now, great ... If not, you can keep your ears open for me. As a thank you for your time, I would like to give you a gorgeous fashion watch (or Tennis Bracelet) just for listening to what Premier offers."

When lining up the appointment, do not necessarily even infer with her that she ought to look at Premier for herself right now. Please DO NOT SAY something like, "You ought to do this, Sandy! I would hate for you to miss this great "part-time business opportunity." This may indirectly put some pressure on her. Let her know that this businesses is not for everyone, but you believe that God puts it in people's lives at a time when they need it. When you are sitting down with her, you can tell her she ought to look at it for the future, but more importantly, you need to approach her with the "low-key approach" of her *helping you out* with giving you names for referrals! She knows a whole group of people you don't even know or would never know!

You see, Sandy may never get into Premier. But, she may have a friend who would get into Premier or may even have a show for you! Sandy may want to help you out by being a hostess for you! Or ... she may not want to give you a referral because she would like to make some money herself (*smile*)!

**TRY IT! This verbiage WORKS! !**