

lia sophia Advantages

lia sophia jewelry has been around for over 30 years, is a member of the DSA (Direct Sales Association) and is expanding. There are over 27,000 Advisors nationwide, which makes for a wide open market, everywhere. We have no territories, and we can sell, book, recruit anywhere. lia sophia is continually hiring and growing with double digit increases.

The starter kit is a minimal investment: over \$1100 in value for only \$149, which includes over \$1000 in jewelry samples, business supplies for the first few shows and training materials. To start your business, you hold a "starter show," which you host, and book 4-6 shows within your first 5 weeks. Samples can be added at any other time for a 70% discount.

The 4 P's should be compared when looking at a Direct Sales Company: Product, People, Prices, and Programs.

Product: The High Quality Product has more mils of gold on it than other fashion jewelry to stand behind our Unconditional Lifetime Replacement Guarantee. Jewelry can be returned for "normal wear and tear" which makes us stand out among other companies. If it breaks, loses a stone, or tarnishes, it will be replaced, including a \$5 gift certificate for the inconvenience. Cash can also be refunded within 45 days. The silver is plated in a rhodium finish, which is part of the platinum family and keeps its shine.

Advisors do not have to carry "inventory" nor do deliveries. The product is shipped directly from the Company to the Hostess or Customers.

People: Your manager will assist in 1:1 training, as well as group monthly meetings, which include announcements, recognition, and training.

Prices: There is a wide range of prices with about 70% of the items less than \$50.00. However, a customer can purchase using the SAVE PLAN: buy 2 items at regular price, and get a 3rd most expensive item for only ½ price. This increases

customer purchases, as most guests want a ½ price item and purchase at least 3 items. This also will increase the show sales, which increases hostess FREE jewelry and Advisor's profits.

Programs: lia sophia offers monthly specials for customers, hostesses, and Advisors, which ranges from extra ½ price items, to FREE pendants, to discounted watches and tennis bracelets, FREE jewelry, catalogs, and display pieces for the Advisors.

The generous hostess plan also helps to increase booking lineups with the \$20 hostess thank-you item for booking a show (any item less than \$100), or a special hostess bonus price for the items over \$100. Hostesses also enjoy benefits including: 20 — 40% of the show in FREE jewelry; 2 items at ½ price, 4 items for \$15 (or at hostess bonus price if over \$100) and a ½ price item at each show booked from her.

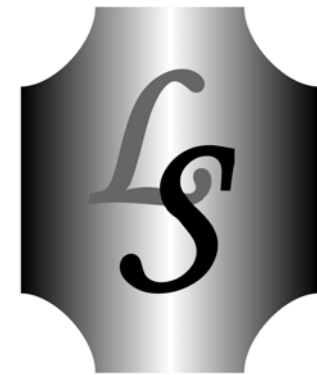
Recruiting programs include FREE jewelry with qualifying shows. With the minimal investment and the monthly special, it is attractive to prospects.

Excellent Beginnings Program: To help new Advisors get an excellent beginning, and be successful, lia sophia offers a 15-week program rewarding up to \$600 in jewelry certificates.

Profits: Advisor earns 30% profit off all full and ½ price jewelry purchases. Profit checks are paid weekly as long as business is submitted weekly. As your business grows, promote to Unit Manager, earn 10% overrides on your team and you earn 40% profit from your own sales. Monthly bonus is also earned for specific volumes according to each management level

Jewelry certificates are also awarded with each qualified* recruit sponsored. New Advisors can earn a \$300 certificate with each qualified recruit the first 15 weeks.

*A qualified recruit is an Advisor who meets the first level of excellent beginnings.



LIA SOPHIA JEWELRY

STEPS TO
STARTING
YOUR BUSINESS
WITH
LIA SOPHIA

*Have fun
earning an income
& free jewelry!*

When you have decided that representing **lia sophia** jewelry is something you would like to try, you begin by following these simple steps:

- **Set a show date.**

This show will be your 'starter' show which is the best way to introduce all of your friends to our beautiful line of fashion forward jewelry.

- **Set dates for 5-6 shows within 5 weeks of your starter show.**

Tell your friends about your new adventure and the incredible shopping spree they will receive when they book their show with you.

- **Order the starter kit.**

When you have 3 dated shows I will give you the pass code and you may order the starter kit.

- **Make up 10 hostess and 5 recruiting packets.**

When your starter kit arrives you will want to unpack and try on all of the jewelry! Listen to the CD and familiarize yourself with the paper work. Remind hostesses to get their guest list to you within 3 days so you can mail their invitations 2 weeks before their shows.

- **Spend time online at Lia Sophia University.**

In an email from **lia sophia**, you will receive a temporary Advisor number that will allow you to go into Advisor Advantage. Here you will find Lia Sophia University. This is your best training tool! Spend a couple of hours reading the information and doing the chapter reviews. Other great website features include: Magazine Fashion Featuring **lia sophia** jewelry, Jewelry Top 10 Sellers List, News From The Home Office, and How To Create Your Own Personal Website.

- **Get your guests to the show!**

Getting guests to your show is very important to your successful start: **more guests = more sales & bookings = more FREE jewelry for your display!**

Contact everyone you've invited to see if they need directions and to confirm they are coming. If they are not able to attend, tell them about the catalog online and how their order will count towards your sales!

- **Have your starter show.**

Wear your **lia sophia** jewelry and be ready to share your excitement about our beautiful pieces because people will ask. Observe your recruiter and how she conducts herself at the show. Most of all, relax and enjoy yourself!

- **You will get a permanent Advisor number in an email from lia sophia.**

Within 48 hours after your starter show is submitted, your permanent Advisor number will be emailed to you. Your permanent ID will allow you to purchase supplies and samples with your 70% discount at www.liasophia.com.

- **Create your jewelry display and show presentation.**

Spend some time creating your show display and presentation. Watch the DVD provided in your kit, visit a show and think about what makes a show FUN. Decide how you will distribute materials, showcase your jewelry, give away door prizes, present the hostess benefits and encourage bookings. You can find games in the printable resources in Advisor Advantage. Your most important points are the Lifetime Replacement Guarantee, Save Plan and Exceptional Quality of the Fashion Forward line!

- **Generate more bookings!**

Now you are on your way! You will receive 30% commission on the bookings you have, plus they will bring you to new groups of women who will love our jewelry. Showing all hostess and guests how to DOUBLE their 20% FREE jewelry (to an amazing 40% of the show sales) with 2 bookings, will help you get more bookings to replace the shows you are having. Our monthly meetings are designed to help with ideas to generate more bookings too!

- **Personal sales contest challenge!**

Your first 15 weeks of selling **lia sophia** is your personal sales contest. So **WEAR** your jewelry, **TELL** everyone about the huge benefits of hosting a **lia sophia** show and **SHARE** the fun, income earning opportunity **lia sophia** has for every woman!



Excellent Beginnings Program

In your first 5 weeks:

When you sell \$1500 of jewelry (in 3 or more shows) you will receive a \$200 jewelry certificate from **lia sophia**!

By your 10th week:

When you have a total of \$3000 in jewelry sales, you will receive another \$200 certificate from **lia sophia**!

By your 15th week:

When you have a total of \$4500 in sales, you will receive yet another \$200 certificate from **lia sophia**!

If you miss a level, you can still receive FREE jewelry by meeting the total sales requirements at the next level (average show in MN is \$700).

For each *qualified New Advisor you recruit during your first 15 weeks you'll earn a \$300 jewelry certificate!**

*A qualified new advisor sells \$1,500 or more in recognition sales in their first 5 weeks of business **PLUS** holds a minimum of 3 shows (with minimum of \$250 in sales).

Don't forget to contact your
Recruiting Advisor
often for advice
and support.
She's there for YOU!