

Gem Party Phone Script (After client has received their invitation)

Remember, Say it with PASSION!! The tone with which you speak will communicate vastly more than the words that you use. Also feel free to improvise and adjust the script to suit you.

Hi this is _____ with _____ Jewelers. I'm looking for _____ is (he/she) in by chance?

Hi _____ I am calling to follow up on an invitation that we sent to you, is this a bad time?

If they say that they saw the invite then carry on with the script, if they did not receive it say this...

I am so sorry that you did not get it. That is why we call, we want to invite you in person. But first let me make sure you get it. I will email it to you...and let me text it to you as well.

(Once you have cleared with them that they either received it or will be receiving it shortly continue with the conversation).

This is super exciting, because on (Date) _____, we are having an in-store, gem party! Sound fun?! _____ We've invited an international gem hunter who travels the world. They go to the mines and buy the rough. Then they cut each piece into a work of art. There are no middlemen.

This is his private collection.

By the way, what is your favorite gem/color?

(Interact with them and discuss what gems they might be interested in. Especially regarding any special occasions that they might be having soon).

You are going to love it!

When you find a gem that calls your name you can purchase it and we can help you find the perfect mounting.

Would you like to join us?

Awesome, we will see you then!