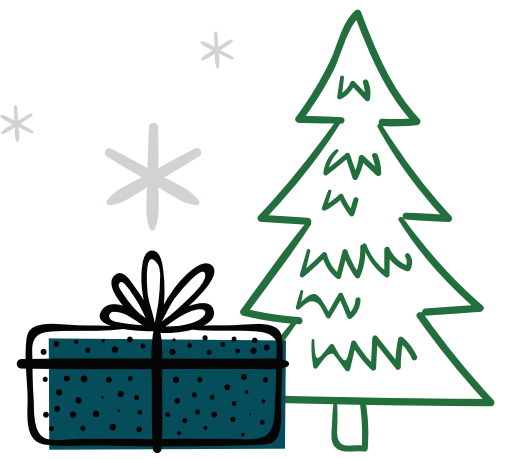


holiday

SALES IDEAS!



- Do a **CHRISTMAS COFFEE** or **HOLIDAY BOUTIQUE** where they come in and shop with you... kind of like an Open House.
- Send out a Facebook message to all the men about making them look good and making their shopping easier. Tell them you will wrap it for them, and ask "how good will it feel to be done with your shopping early!?"
- If they say they already have a gift, ask them if they have a **PILLOW GIFT**? A gift to put on her pillow Christmas night... after she has done all the cleaning and everything is over with.
- Hold a **MEN'S WATCH & SHOP** (with food and football...) They pick out what they want and you wrap it!
- Offer a **12 DAYS OF CHRISTMAS PACKAGE** with different price points. A less expensive 12 days of Christmas idea would be to wrap the brush set pieces individually, the satin lips and a gift card. You can include a **GIFT OF FRIENDSHIP AND PAMPERING CERTIFICATE** for a Mineral Makeover/Skin and Color Consultation/Pampering Package. You could also include one of the Deluxe Minis as a free gift to the man or woman purchasing everything... You could retail it for \$99.
- Sell things at the amount of **\$9.99** or **\$19.99**. That way of marketing looks more appealing to people
- Sell items, sets and wrapped goodies in **3S, 5S AND 10S**... or say things like "if you **BUY 2 THEN THE 3RD IS FOR YOU**"
- Do whatever you can to make it easier for your Customer... Make yourself more appealing than going to the store.
- Put small products in ornaments or make little stocking stuffers! Make a "**LUMP OF COAL**" with the coal mineral eye color... a sultry glamour look with applicators in a stocking!
- Pair some hand cream with some gloves or foot lotion with some fuzzy socks.
- Promote small gifts that people can donate to go overseas or to nursing homes for the elderly who do not have families to visit over the holidays.
- For every **\$50** they spend you could put them in a **RAFFLE**.
- You can use the **DELUXE MINIS** and promote it as gifts they can give for Christmas or get for themselves... If they spend **\$40** with you then they **GET ONE**, if they spend **\$80** with you then they **GET 2**, if they spend **\$100** then they **GET 5**. Then your Customer is getting more people knocked off her "to buy for" list!
- Have a Customer get you outside orders... you can tell her if she gets over **\$100** in outside order than she can **SHOP 1/2 PRICE** with you and get whatever she wants for one day... Or you could do **5 ITEMS HALF OFF FOR \$100** and **10 1/2 OFF FOR \$200** in outside orders and so on.. and then she can get her items when she wants them. Then you are also getting the names of all those women!
- Have teenagers help you. If they **SELL 5 OUTSIDE ORDERS** then they **GET \$20** to do their own Christmas shopping in your store.
- Sell to businesses that need to purchase gifts for their employees.

Find resources, material
& education for
these ideas on the
seasonal page on
www.girlbossgraphics.com