

# How to Capture Extra Holiday Sales

## September 1st—10th:

- Plan your Holiday Strategy.
- Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 in class sales and one class booking! This is great for moms and daughters, Clearproof and TimeWise classes, Trunk/Gift Shows or Office Pampering Parties!

## September 11th—15th:

- Complete your Star!
- Order your holiday items early.
- Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.

## September 16th—30th:

- Begin your preview appointments with customers.
- Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- Hold appointments that you scheduled the 1st part of the month.
- Do your own personal shopping using our wonderful Mary Kay products and gift items!

**Recruit! Build your team in September and October so they can take advantage of the FREE and EXTRA Bonuses with their qualified order, a strong Holiday selling season, and tax advantages for the entire year.**

## October 1st—15th:

- Set your goals Retail Sales, interviews held and new team members.
- Have guests to every meeting!
- Start "showing, telling and smelling" with everyone you come in contact with.
- Have your car filled with samples, fragrances and Look Cards and Look Books.
- Hand out 3 a day for best results. You are planting seeds for your future!
- Have 10—15 Hostess Packets and Recruiting Packets
- Start following up with PCP customers.
- Target: Booking Skincare Classes, Fall Makeovers, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her, interview her and meet more wonderful ladies.
- Offer a free lipstick / lip gloss to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/ lunch time at customer's place of employment or in a neighborhood setting.

- Continue to follow up with businesses, always adding more to your list.
- Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them.

## October 16th—31st:

- Continue booking Wish Lists and warm chatting.
- Have guests at every meeting! Offer a free Lip Gloss for coming.
- Make sure you have everyone fill out a Wish List!
- Order items from the holiday catalog for your own gift giving needs.
- Send out letters to husbands on your list.
- Offer a variety of classes. Skincare, glamour, pampering, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- Remind everyone of your gift giving / wrapping service.
- RECRUIT! Build your team in October so they can take advantage of the holiday selling season and the tax advantages for the entire year.

