

How To Have a \$10,000 Holiday Season!

Thank you for sharing, SNSD Lynda Jackson

How much can you sell in December? Years ago when Mary McDowell was 80 years old, she broke belief barriers when she sold \$17,000 from Thanksgiving to Christmas. Could your family benefit from \$1,000's? **Yes you can!** Step out of your comfort zone and do the following:

Party With A Purpose! Hold as many facials and classes as you can – people recruit and buy when they are close to the product. What is your Purpose? Mary Kay's Domestic Abuse Charity? Mary Kay's Breast Cancer Charity? Let everyone know that you are in a contest to do 100 faces for the Party With a Purpose Contest, and YOUR PURPOSE IS: _____ - and you will be giving a portion of every sale to that purpose. I BET YOU WILL BOOK THOSE WOMEN YOU COULD NEVER BOOK BEFORE. IT WILL BE AMAZING!

Holiday Gift Shows (Christmas Coffee, Christmas Tea) – whatever you want to call it. Here is a very easy way to hold one. Take your Look Book, use it as your outline to present your product. Give each guest a book, hold the item up on that page. Talk about the features and benefits. Give the price and then pass the item around. Find out which body products and fragrances your guests like the best by having a survey on which is the most popular. Have your guest record the one they like the best on their sales ticket. You now know which one to recommend to their husband.

Select ten people this month to be a "Santa's Helper". You could give hostess credit or even offer to give them 25% CASH. These people usually become recruits by the 1st of the year! Use the Holiday Portfolio on our website. Make up 3-5 books and hand them out weekly with different people.

Now is the time to call husbands about the 12 Days Of Christmas idea. A consultant in Bett Vernon's Unit called 12 husbands one year and 10 of the 12 bought. She had over \$1,000 in sales in less than 1 hour of calls. By the way, if he doesn't want the "12 Days", you can then go to a perfume set or body she, or Pillow gift. A "12 Days" gift can be presented on Christmas Day too, for 12 gifts to open every hour!

Pillow Gift – is a small beautifully wrapped gift that a husband puts on his wife's pillow Christmas night. The tag says: "This is for you because I appreciate you and all that you do for us." Ask all the men you know, "Have you purchased your Pillow Gift for your wife?" Use the pillow gift idea when they tell you they have already bought something.

Be sure you put a Gift Certificate in every gift that says, "This Certificate entitles you to an **Advance Spa Facial** Treatment that includes not only a facial, but also eye zone therapy, Satin Hands and a Microdermabrasion treatment!" The person receiving the gift assumes this is something else that has been purchased.

Be sure to **do your own shopping through your wholesale store!** Put your **Holiday Look Brochures** in everyone's reorder bag! Take **Christmas on the road** in your trunk – do 15 minute "stop and shop" appointments with customers, friends and especially men! Ask everyone you know, "Have you finished your Christmas Shopping?" **Hold a New Year's Eve Day Glamour Special** – People get money for Christmas, have your customers come with foundation on and her New Year's Eve outfit. Have 3 times available on a Saturday (10am, 1pm, 4pm) and offer 3 glamour set specials.

\$10,000 Holiday Sales Plan: 10 Silent Hostesses @ \$200=\$2,000, 10 Husbands for "12 Days" @ \$100=\$1,000, 15 Husbands/Boyfriends – Pillow Gift @ \$50=\$750, 10 Holiday Coffees @ \$200=\$2,000, 15 Gift Cards @ \$20=\$300, 50 Employee Gifts @ \$30=\$1,500, Your Holiday Open House \$500, 1 Party Per Week thru Dec. 19th @ \$300=\$1,800, 5 Business Stop & Shop Lunches @ \$200=\$1,000, Sell 21 Fragrances (Bella Belara) - \$714, and Your Own Holiday Shopping!