

A SIMPLE HOLIDAY SALES PLAN

SEPT BOOKING FOCUS: New fall looks, new product preview

- Week 1: make your holiday plan – Open House, businesses you want to contact, etc. Just think it through!
- Week 2: Finish up Model of Beauty entries
- Week 3: Make a list of businesses to contact for gift giving. Consider customer/family businesses & YOUR contacts: dentist, etc.
- Week 4: Write letters to ½ the businesses on your list telling about your services, saying you'll call soon.

OCT BOOKING FOCUS: New products

- Week 1: Do personal Christmas shopping (think MK gifts!), or at least make your list and plan it out. If you're done by 10/30...you'll SAIL through the season!
Write letters to other ½ of businesses on your list
Take Go Tote and/or samples & catalog with you everywhere
- Week 2: Follow-up with the first set of business letters. Offer to treat staff to Satin Hands, show gift ideas in person, etc.
Begin getting wish lists filled out with every facial
- Week 3: Schedule office holiday shopping parties w/ your customers. Lunch hours or just after work are great times! Search out area events you can set up a table or offer goodie bags to...get your name out there!
- Week 4: Follow-up with the 2nd set of business letters as above.
- Week 5: Send Open House invitations (assuming Open House is mid November. This year our UNIT Open House is 11/17/07...save the date!)

NOV BOOKING FOCUS: Holiday Glamour Look

- Week 1: Write letters to husbands of customers, telling of your service & that you know his wife's wish list & will call to discuss it with him soon
- Week 2: Begin to follow-up with husband letters and as you see them in person...may not be ready yet, but ask when you can call back
Send postcard to customers regarding the Thanksgiving Sweepstakes online & my personal Thanksgiving week sale...SEE ATTACHED FOR A GREAT IDEA!!
- Week 3: Bookings, follow-up, finish any of the above...
- Week 4: Bookings, follow-up, finish any of the above...

DEC BOOKING FOCUS: DOUBLE HOSTESS CREDIT (or choose your extra incentive), Holiday Coffees (informal stop & shops – quick & easy), New Product Preview, Holiday Glamour

- Week 1: Follow-up with husbands. They're getting serious now!
Follow-up wish lists
Wrap stocking stuffers adorably & carry some with you...the eye buys & anything inexpensive will MOVE off your shelf!
Ask 10 women to be catalog hostesses. Offer a 50% off shopping spree when they collect \$100 in outside sales over the next 10 days...they'll be seeing lots of people now!
- Week 2: Deliver 12 Days of Christmas baskets by the 13th
Be prepared for January bookings in your calendar. Some absolutely won't book in December...offer them an after-the-hubbub date. Remember...some WILL book in December!
Warm chatter all sales people with a SMILE
- Week 3: Call customers for personal needs – they get caught up and may forget to call you! Do you have her wish list? Does she need to buy a personal "gift" for herself?
Follow-up additional Wish Lists
- Week 4: Wrap up & enjoy time with your family. Do you go shopping after Christmas? So will your customers! Why not offer them an "inventory reduction sale"...offer a couple of hours on Saturday morning for them to stop & shop. Will they want to have a pampering session with friends/family who are visiting from out of town?

- JAN BOOKING FOCUS: New Year, New You, New Products!
- FEB BOOKING FOCUS: Valentines, Winter Skin Checkups
- MAR BOOKING FOCUS: March Model Mania, New Product Preview
- APR BOOKING FOCUS: New Products & Mother/Daughter Events
- MAY BOOKING FOCUS: Mother/Daughter Events, Summer Glow (prep skin & sunless tanning)
- JUN BOOKING FOCUS: Simple Summer Skin & Color for the Beach; New Product Preview
- JUL BOOKING FOCUS: New Products
- AUG BOOKING FOCUS: Back to School/Back to the Basics