

# Holiday Strategy Handbook

*"Plan your work and work your plan!"*

*-Mary Kay Ash*

## Step 1: Choose your Strategy

Listed below are the main holiday selling ideas!

Choose **1 or 2** ideas that best fit your time, energy and personality!

- Holiday Coffees/Trunk/Gift shows/Pampering Parties
- Open Houses
- Gift Giving Services for Businesses, Husbands, Family & Friends
- Velocity/TimeWise Classes/Holiday Makeovers

## Step 2: Set a Plan of Action

- Use a Weekly Plan Sheet or calendar and schedule dates and times
- Commit to implementing the selling ideas you have chosen!
- Take into account personal events, shopping, cookie making, etc.
- Set specific goals.
- Create your plan with your family
- Use the guidelines in this packet

## Step 3: Evaluate your success and make notes for next year.

I am choosing the following ideas

1	_____
2	_____

My Holiday Retail Goal is \$ \_\_\_\_\_

I want to build my business because \_\_\_\_\_

I want to add team members # \_\_\_\_\_

What worked best \_\_\_\_\_

What I'd change \_\_\_\_\_

# A SIMPLE HOLIDAY SALES PLAN

## SEPT BOOKING FOCUS: New fall looks, new product preview

- Week 1:** a. Make your holiday plan – Open House, businesses you want to contact, etc.  
b. Make a list of businesses to contact for gift giving. Consider customer/family businesses & YOUR contacts: doctor, dentist, etc. Many professionals buy their gifts in September so don't delay!  
c. Write letters to ½ the businesses on your list telling about your services, saying you'll call soon.  
d. Carry your Go Tote (displaying products) and samples & catalogs with you everywhere  
e. Complete your Star — you can order your Holiday items early!  
f. Wrap a shallow box with Holiday paper and fill it with prime gift-giving items: Satin Hands Sets, Spa Sets, Limited Edition. etc.  
g. Make up a bunch of on-the-spot sales items to add to your box of gifts. See page 5 for some ideas.

## OCT BOOKING FOCUS: New Product Preview

- Week 1:** a. 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!
- Week 2:** a. Follow-up with the first set of business letters. Offer to treat staff to Satin Hands, show gift ideas in person, etc.  
b. 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:** a. Follow-up with the 2nd set of business letters as above.  
b. Send Open House invitations (assuming your Open House is mid November)

## 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:** a. 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  
b. Send postcard to customers regarding pre- and post-Thanksgiving (Black Friday) Sales
- 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:** a. Follow-up with husbands. They're getting serious now!  
b. Follow-up wish lists  
c. Wrap stocking stuffers adorably & carry some with you...the eye buys & anything inexpensive will MOVE off your shelf!  
d. 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:** a. Deliver 12 Days of Christmas baskets by the 13th  
b. 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!  
c. Warm chatter all sales people with a SMILE
- Week 3:** a. 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?  
b. 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?

## Sell Anytime Gift Ideas



Pictured with older Shave Cream, use MK Men Shave Foam

**Shave Foam Guys!**  
Get ready to sell a ton of these cute little Shave Foam and make sure you have enough on your shelf for the holidays!

### Directions:

1. Purchase infant socks in colors to complement the Shave Foam.
2. Stick them on the tops of the Shave Foam like little hats.
3. Glue 5 mm mini pom-poms on the Shave Foam for eyes and a nose.
4. Cut strips of fleece in colors to complement the Shave Foam and wrap them around the creams like a scarf. Cut fringe into the ends of the scarf.

Senior Sales Director Carol Hatem

**Snowman Soup:** MK Hand Cream nestled in a coffee mug filled with individually wrapped chocolates, a small packet of gourmet coffee or a packet of cocoa, and a candy cane. Wrap in festive gift bag, or use clear cellophane bags (available at many dollar stores and Michael's) tied with curling ribbon.

\$15

**Office Survival Kits:** MK Hand Cream, Soothing Eye Gel, a nice-looking pen (bought in bulk at the dollar store), a Sharpie Marker (dollar or office supply store), Post-it notes, and individually wrapped chocolates in a festive gift bag. \$25-\$30

# Christmas Strategy Contact List

## Businesses to Contact for Gift-Giving Service

	<b>Business</b>	<b>Phone</b>	<b>Contact Person</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

## Husbands/Boyfriends/Other "Santas"

	<b>Customers Name</b>	<b>"Santa's" Name</b>	<b>Phone</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

## Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows, and Skin-Care Classes

	<b>Prospect's Name</b>	<b>Phone</b>	<b>Type of Appointment</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____