

More Hints for Holding a Successful Holiday Open House

Goals and Holiday Open Houses from NSD Kathy Goff-Brummett

It is that time of the year: we are looking for unique ways to market our product and the career opportunity. Some of you have already held your Open Houses, but I want to throw these thoughts out to you for future sales events such as these.

When you plan your Open House, I feel it is critical to define your goal(s) ahead of time.

Why are you holding a Holiday Open House?

1. To have retail sales
2. To touch base with your customers
3. To meet new prospective customers
4. To show team members and potential team members a way to market MK
5. To layer in the recruiting process
6. To get your name into your community
7. To get your house ready for the holidays
8. To entertain your friends
9. To enjoy the crafty parts including baking and basket making
10. To take good Skin Care customers into other lines of our products
11. To market to husbands of your customers, etc.

None of these goals is any better than the next. You choose what is in your heart!

Once you have defined your goal, you can spend time preparing accordingly.

Let me use myself as an example: I hold Open Houses, each year, to get my name in to the community (over and over) so folks will think of me and Mary Kay in one thought, and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so.

If I was not focusing on these goals, I might not distribute so many invites or offer those targeted incentives. When the Open House is over, I can assess whether I met my prime goal or not. If sales are low, but that was not my goal, I won't feel frustrated!

Here are more Open House dos and don'ts...

- * DON'T spend a lot of time on decorating your house or on food. Spend your time calling to remind them of the date and time.
- * DO follow-up with everyone you invite. A great way to make sure that people come is to schedule them at a specific time so that they have "personal service." I've found that having your open house for limited hours on Thursday, Friday, and Saturday works great!
- * DO offer free gift-wrapping. It really doesn't cost much, and the "mileage" you get from it goes a LONG way! A place that I love to get supplies from is called Nashville Wraps, and you can order a catalog from them at www.nashvillewraps.com
- * DO have them pay at least 1/2 plus the tax so that you will have the money for the order, if you don't have product on hand already. Some may want to pay the whole thing. If she orders A LOT, you might want to offer to break it up into 3 or 4 payments.
- * DON'T spend a lot on gift baskets if you put anything in a basket. You can find GREAT baskets at yard sales or Goodwill (don't pay more than \$.75 each because you can get them CHEAP at yard sales), and then go to Wal-Mart and get the cheap gold, silver, and/or white paint to paint them. (I put my husband in charge of this task!) You'll be surprised at how new a basket can look with a fresh coat of paint.

Holiday Selling Ideas

The Christmas season is sooo very close and it offers you unique opportunities to service your customers and earn extra profits. Besides learning about skin care and glamour at your regular classes, your customers can also enjoy the convenience and fun of gift shows or open houses to select Christmas gifts for themselves, their families and friends.

This is one great idea I have heard for getting the word out about the new Holiday line!! If you are new or if you have never had an Open house, this is the way to go!

Here is what you do:

- * Order one of each holiday item and fragrance
- * Call all your customers and say: "I am having a holiday sneak preview on _____ (date) from _____(time) (1 hour is enough and I need your help! If you will just come and give me your opinion of our new Holiday products you can choose any one -holiday set/product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help.
- * Offer each customer a small gift (perhaps several samples wrapped in tissue and curly ribbon or an eye shadow) for bringing a guest with her - over 18.
- * When your clients arrive give them a Christmas wish list. This is a piece of paper where they can tell you what they would like to have themselves for Christmas.... you then call the husband (or whoever would be buying the gift) and play Santa for him. Your Director will have one. I will send one later on.
- * Have Satin Hands out for them to try and the Satin Lips and the Day/Night Solution. Do the Satin Mask on lips first, then satin hands and when they go to wash, they can wash if all off at once. Then apply hand cream and satin lip balm. Apply the day solution to one elbow and the night solution to the other. (The hands are already treated from the satin hands.)
- * Have all holiday items displayed with tags next to them with their name and price. Have a tester available of each fragrance. (Put a sticker on them that says "Tester")
- * Have regular line items out too.
- * Take Holiday orders. Have sales tickets here and there so you are ready. Or wear a Holiday Apron and have them in the pocket!
- * Place an order with the Company for what you need to fill the orders!

Have fun, do it with enthusiasm and a child-like optimism and love others- you'll have a wonderful Christmas sales season.

