

Selling to Businesses:

Think Like a Retailer!

'Tis the season to... take the time to contact people who can help you maximize your holiday sales! You'll increase your holiday profits by contacting people in charge of gift buying for small to medium sized companies. Suggest our gifts for both employees and clients!



Some Advantages to Business Sales:

- **Larger Sales!** Businesses will place larger orders- either in bulk and/or in price!
- **More New Prospective Clients!** By reminding each customer of our 100% satisfaction guarantee, you open the door to contact them and meet other needs they might have!
- **Repeat Business!** By making great quality gifts each person is happy with, you open the door to repeat business year after year!
- **Good Time Management!** You deliver multiple gifts to just one location! Most businesses will also want to give their gifts early so everyone gets them before the holidays!

A Few Tips:

- Ask each of your customers about their company gift-giving policies and the name of the person in charge of them. Being referred can both “get your leg in the door” and save you time! Don’t forget to give your customer a special thank you gift for referring you!
- Send a signed introduction letter. Include a sample gifts’ picture page with it (you can get examples from MK). Call and follow up within a week. Once you have the person on the phone, your goal is to schedule an appointment. A great script from Mary Kay is: *“Mr. Or Ms. (name), as I stated in my letter, I have ideas to help you with your holiday gift buying. I know you have a busy schedule, so I’ll only take about 10 minutes to show you my gift selection. What time of day is best for you– morning or afternoon? What day of the week is more convenient?”*
- Secretary Tips: If the secretary asks you to identify the nature of your call, tell her it has something to do with a gift for her. If she persists, give your name and say you’re following up on a letter you sent to (name) on (date).
- Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary, and have fragrance samplers on hand for the potential buyer.
- Focus on your selection of gifts and prices. Include pictures. Emphasize your range of prices. Ask your contact if he or she has several different price levels in mind or if everyone receives the same gift. Normally, a company gift buyer will either choose the item or say something like, “I need 20 women’s gifts and 15 men’s gifts at \$20 each.” The actual selection may be left up to you.

- Present a holiday brochure to the buyer, and make your gift suggestions. Present the fragrance vials. Offer free gift wrapping that beautifully coordinates with holiday packaging. Listen for other gift needs your contact may have— such as personal gifts for family and friends.
- Collect at least half of the total sale when the order is placed. Set a date to deliver the order and collect the balance, probably during the first week of December.
- Attach your address label to each product. If possible, get the names of the recipients for follow-up sales.

Overcoming Objections

ESD Sharon Stempson of Fairborn, OH suggests the following scripts for overcoming the most common objections when making the follow-up call to businesses after sending the letter:

- ***We only give a bonus.*** “Great! I know your employees truly appreciate that. You know, ____, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn’t get together this week or next and spend 10 minutes looking at our gift ideas? It won’t cost you a cent to look, and I guarantee you’ll be glad you did!”
- ***Gifts are too personal.*** “I know exactly how you feel. I’ve felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress so that you can help them represent your business the way you want them to. Would you be interested in that service as well? Why don’t we schedule a 10-minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!”

Consider these businesses:

- Banks
- Churches
- Clinics
- Cleaners
- Car Dealerships
- Gas Stations
- Realtors
- Hotels
- Doctors
- Dentists
- Printers
- Veterinarians
- Loan Companies
- Insurance Companies
- Contractors
- Restaurants
- Social/Civic Groups
- Self-Employed People

NOW'S THE TIME TO GET STARTED ON YOUR CHRISTMAS BUSINESS! **According to a Consumer-Trent Survey, 94% of executives polled say no one ever contacted them about their holiday gift-giving needs!** 88% of executives order their company’s holiday gifts themselves and 12% delegate the responsibility! The largest group of executives say they’ll spend \$25-50 on employees and \$35-55 on clients. There is a \$2.5 billion market to tap; that’s what corporate holiday gifts are worth within the incentives gifts industry. The IRS even allows a deduction of \$25 per gift! The corporate gift business is not satisfied by food anymore; they want warmer, more personal and fun gifts. They want fresh, hip ideas that have a sense of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work.

Put together gifts that you can get 100 + of the exact same thing (Think BIG!) Don’t use limited-edition items, packaging from the Dollar Stores, Big Lots, etc.! Don’t chance running out!

Thanks to Betti Lord Hillman for this info