

Organizing for Holiday Sales 2004

By Director Anita Kaplan

- ✚ Listen to your Massive Holiday Selling CD
- ✚ Decide what you want your holiday profits to be and make the required investment to succeed: \$5,000 if want to make \$5,000; \$3,600 if you want to make \$3,600, etc.
- ✚ Holiday selling season: October-December
- ✚ Place initial holiday order in early September – the 10th if you are a participant in the Preferred Customer Program; otherwise, order on the 15th to finish up your Star Consultant Order for the quarter.
- ✚ Purchase enough holiday/limited edition items for the current holiday season, Valentine's Day, Mother's/Father's Day
- ✚ Send the Gift Giving Brochure to your Preferred Customers; enroll by 9/15 and brochure mails out on 10/25
- ✚ Contact your best customers (5-10) to do holiday coffees and offer to give them 50% off of their holiday shopping order if they host a coffee/holiday trunk show with a minimum \$500 in sales; if sales are less, scale down the discount
- ✚ Go through your customer base to see where your customers work and inquire as to their property manager who you can contact to set up a gift display in their building
- ✚ Contact businesses that you frequent/are a customer of and inquire about setting up a table of gift items during the holiday season for a couple of hours or over a 2 hour lunch period on their premises and offer them a \$50 gift certificate in exchange; this can be very lucrative if done on employees' pay day
- ✚ Participate in school fundraisers/church holiday bazaars
- ✚ Have an open house over a weekend – Fri/Sat./Sunday or 2 different open houses on 2 different days – one in Early November/one in Early December and perhaps a 3rd for last minute shoppers the 3rd week of December
- ✚ Have an effective open house – send out invites and follow-up with each guest to see when they will be attending and/or schedule so many guests per hour or have sale/discount to every one that comes in the 1st hour (20% off), 2nd hour (15% off), 3rd hour (10% off), 4th hour (5% off). If guest can't make it, offer them your gift giving service and sell them gift baskets over the phone.
- ✚ Offer baskets at good price points: \$15, \$18, \$25, \$30, \$44, \$47, \$49
- ✚ Add in the cost of the basket items to the product and keep the baskets simple
- ✚ Offer a number of the same baskets (10 Satin Hands packaged exactly the same way, 10 Coffee and Cream sets, 10 Perfume/Shower gel combinations, etc.) so you can easily duplicate/sell them
- ✚ Resources for gift basket supplies/shrink wrap/holiday gift wrap etc:
 - Lastimp.com
 - The Rag Shop, Norwalk, CT
 - Hudson Paper Company, Stratford, CT
 - The Christmas Tree Shop
 - Walmart
- ✚ Offer gift certificate service/add in a gift certificate for a complimentary makeover with each gift order. Gift Certificates available at Staples/gift cert. boxes at Hudson Paper Co.
- ✚ Ask customers who/what occasion they are shopping for – Xmas/Xmas party hostess gift/holiday favors/secretaries/co-workers, etc. and get them to brainstorm about more gift recipients
- ✚ Selling season is a great recruiting season since we are in front of so many people
- ✚ I will come and facilitate your holiday open house/holiday trunk show in November if your holiday order placed in October is at the level stipulated in the attached spreadsheet