

# Christmas On the Road!

Thanks to Sales Director Susan Mayo!!!



Christmas is the best time of the year to give your customers the service they want and the service we love to give them. If you want to have some extra big bucks in your pocket, this is the season to be creative and meet your customers' needs. When I had my flower shop, we planned for months, bought extra inventory, hired extra employees, and PLANNED for big sales. Did you get that.....we PLANNED to sell and we sold! Everyone buys at Christmas and everyone is too busy at Christmas. Isn't that GREAT? That's where we come in. Service is your middle name during the Christmas Season. Sell your service and you will sell your product and meet lots of new customers for future sales.

Many of my customers lived far away to come to my Christmas Open House. So I decided to take it to them. Here's how.

FIRST— I make appointments with them to come to their place of work or home (instead of just dropping by). This is essential so they can be thinking of gifts to purchase and you won't waste your time. If they don't schedule a specific time, I invite them to come and look when I drop off their reorders. If they work in an office this is a great way to get extra "on the spot sales" and meet new customers. I call them for the appointment: *"Hi \_\_\_\_\_, this is \_\_\_\_\_, your Mary Kay Beauty Consultant, do you have a minute? Great! Have you finished your Christmas shopping yet? I'm so excited I have a new service for you. I will bring my Christmas Open House to you. You won't even have to leave your office (home) to shop. I'll have lots of samples to give you and even serve hot cider and cookies. Which is best for you, the beginning of the week or the end, morning or afternoon (get a time on your date book then say): \_\_\_\_\_ if you have a few friends with you to get their Christmas shopping finished, I'll have a special gift just for you."*

SECOND — Decorate the trunk of your car. (See photos for example). This should be very classy so when you open your trunk they gasp with amazement. Keep the color scheme simple. Or use the current MK holiday color scheme. Place quilt batting in and around the product boxes...this looks like snow. Use large boxes (foil Christmas type) to display the product and then you just lift out the boxes—product and all—to remove from trunk every night. Label the boxes with a tag such as "Gifts Under \$20...Gifts Under \$50..etc. to make it easy for them to shop a "price range" .

THIRD — Put sets together using baskets, MK vinyl bags or other ways to make the product irresistible. Wrap everything. That way they aren't tempted to TRY the product. That's where your samples or full size demos come in handy. Have a separate basket for: calculator, sales tickets, pens, bags, Look Books, Christmas Wish List, and your date book for follow up appointments.

You might want to have a thermos with hot cider/cocoa and cookies. Have Styrofoam cups, Christmas napkins and candy cane to stir!! They will enjoy this extra treat, especially if it's cold!

PLAN to have your best Christmas selling season ever!

