



IMPORTANT STRATEGY

Set up for Success

THANKSGIVING DAY AND THE PINK WEEKEND
CAN BE YOUR BIGGEST DAYS IN SALES!

GAME PLAN: After dinner—the men all either go hunting or go to the den to watch TV! Let's give the women something really FUN to do...a FUN TREAT! After dinner—why not gather the women around the computer or zoom call - have them do a Virtual Make Over... let them shop 'til they drop!

- Take it a step farther—why not contact every single client of yours (and potential client) BEFORE Thursday - just imagine your clients and their family visiting your website and shopping!!! Why not let them HOST the event, and give her hostess credit?!
- Do a drawing on Saturday from both Thur/Fri sales and give away a \$50 Gift Certificate from sales made those 2 days.
- Offer the TOP HOSTESS a \$100 MK Shopping Spree!

WEEKLY PLAN: Make that weekly Plan Sheet—Set your Sales Goal and Plan your phone time, quick makeovers, deliveries, interviews! Make a list of friends/family you'll be seeing this week who could use your services (that would be everyone!) Plan the grocery list & decide what cooking you'll need to do and WHEN you'll do it! Enter all these time issues on your plan sheet!

MONDAY/ TUESDAY: Attend MK Event! Get the enthusiasm and knowledge you'll need to make this week GREAT! Let's all focus on ways to SELL for the Holidays! Turn your good Mary Kay business into GREAT!

Call your clients & offer the option of being a web hostess on Thursday or Friday .. OR ... have a Telephone Lottery! Call 25 clients and say: "This is _____ with Mary Kay! I hope you have a quick minute! The reason I'm calling tonight is because I'm having a Thanksgiving Day Lottery! And, no, I'm not giving away a million dollars or a Pink Caddy... but, if you place an order tonight, you can pick your lucky number between 1-25 and on Thanksgiving night I will draw one lucky number—if it's yours—you'll get your order HALF OFF. Is there anything you'd like to order? Holiday Gifts?" after she orders, have her select her lucky number and keep track of numbers selected... if she chooses one already taken, have her pick another!

WEDNESDAY: Make deliveries-take a basket of extras & samples with you. Give her a sample of an eye shadow/blush or hand cream to try (Place your last day of month w/s order TODAY).

THURSDAY: Enjoy Thanksgiving Day with your family! After dinner—try to offer facials/ quick hand facials or show your Holiday items to your guests or a LIVE FB Thanksgiving Event. Remember to offer Gift Certificates! Have at least 20 website Hostesses going for this day!!! (20 x \$100 = \$2,000) Do your own web party with the ladies!! Are you beginning to get EXCITED?!?!?!?

FRIDAY: This is traditionally the biggest shopping day of the retail season! Work your business the same! This is the day you can either BUY or SELL...I suggest you SELL! Connect with close friends/relatives and give quick make-overs and interviews!! Maybe have a Pink Friday Sale!

SATURDAY: Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold. FINISH STAR! Today is Small Business Saturday!

MONDAY & TUESDAY: Hold holiday make-overs/interviews and continue building your business—BOOK for the first 10 Days of DECEMBER—Spa Experiences, Holiday Coffees or Holiday Previews; Set up several in your home...You will ROCK your Sales in December as well! JUST HOW MUCH \$\$\$\$ WILL YOU BRING HOME THIS WEEK?