



## **THANKSGIVING WEEK STRATEGY**

Thanksgiving Day & Black Friday can be your **BIGGEST** days in Sales!!

### **GAME PLAN:**

- After dinner, the men all either go hunting or go to the den and 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 and have them do a virtual makeover and let them shop-til-they-drop!
- Take it a step farther; why not contact every single customer and potential client of yours BEFORE Thanksgiving week and let them be a hostess and give her hostess credit! Record them as parties on the MK party site. Just imagine your customers and their friends/family shopping on your website!!!
- Do a drawing on Saturday from all the customers that placed orders on Thursday and Friday for a \$50 Gift Certificate!! You could even 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 Thanksgiving week who could use your services—which would be everyone! Plan the grocery list and decide what cooking you'll need to do and WHEN you'll do it! Enter all these times on your plan sheet!

**MONDAY:** Attend Weekly Meeting! 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!

**TUESDAY:** Call your clients and offer the option of being a web hostess on Thursday or Friday. Let them know you will be calling them on Friday evening to finalize their party. If they don't want to be a web host get a list of 25 contacts from them for a telephone lottery! (telephone lottery script) "This is \_\_\_ with Mary Kay! I hope you have a quick minute! 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 at the end of tonight, I'm going to draw one lucky number and if it's yours, you'll get your order absolutely FREE! Is there anything you would like to order? Holiday gifts?" After she orders, have her select her lucky number and note number on her sales ticket. If she chooses one already taken, have her pick another.

**WEDNESDAY:** Make any deliveries you may have and take a basket of extras and samples with you. Give her a sample of an eye shadow/cheek color/hand cream. Offer a holiday makeover for her and her friends!!! Try to book her in the first 10 days of December.

**THURSDAY:** Enjoy Thanksgiving Day with your family! After dinner try to offer facials or show your Holiday items. Do Satin Hands on the women and sell gift certificates to the men! Have at least 20 hostesses going for this day and tomorrow! (20 x 100 = \$2,000) Do your own web party with the ladies!

**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 and I suggest you SELL! Connect with close friends/family and give quick makeovers and interview! Call all your web hostesses this evening and finalize their parties and remind them you'll be having the drawing on Saturday!!

**SATURDAY:** Have your drawing and contact that lucky customer! Also call the other hostesses and customers letting them know who the winner was and arrange delivery of their product! Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold. Then place your order and FINISH STAR!

**NEXT WEEK:** Deliver all product from Thursday and Fridays parties. Keep holding holiday makeovers/interviews and continue building your business. Book for the first 10 days of December. Also make sure all the details are finalized on your Holiday Open House.

**JUST HOW MUCH \$\$\$ WILL YOU BRING HOME THIS WEEK?**