

Making Your Trunk Work For You: Hold Holiday Trunk Shows!

Set up appointments for your trunk show. Work to set them up before Thanksgiving, when the official shopping fever hits. Tell your customers, "I will be out and about the week of _____ to bring all the latest new products for you to see by appointment."

If possible, meet her at her office, before church or where she can invite her friends/neighbors over too. That way you will make better use of your time and meet new clients! Offer her hostess credit or a free gift as an incentive!

• Play holiday music on your stereo for a holiday effect.

Bring a wide range of gifts if possible. They must be easy to transport so they will still look nice upon arrival! Make them sharp! Better to have a few great gifts and pictures of more options than to have a bunch of okay gift ideas. They won't mind ordering from a picture if they see your quality.

• Make sure to mention your free gift wrapping.

Collect at least 1/2 the money that day (plus tax), and set up an appointment to deliver all of the gifts together on the same day.

Bring samples of our Hand Creams, Eau de Toilettes, fragrances, and holiday line. These will be your top sellers!



Make sure your car is stocked with:

- Samples of each of our fragrances & Body Care (especially our new Belara Midnight and Satin Hands Samplers)
- Look Cards
- PCP Gift to display
- Sales Tickets and pens to take orders
- Coffee in a ziploc or tin to clear the senses
- Stocking stuffers
- Gifts to sell
- A list of customers' phone numbers to make calls when you have extra time
- CDs to keep you motivated
- Make sure you have these brochures: Hostess Brochures, Wish Lists, 12 Days of Christmas, Outside Order Sheets, Blank Business Letters & Sample Pictures, Holiday Glamour Tips, Look Books, Holiday Fun Packets & RECRUITING INFORMATION!