

HOLIDAY COFFEE'S

This can be at their offices, homes or yours!!!!

Ingredients:

- 1 Large Laundry Basket - if wicker, spray paint it gold or cardboard box wrapped in Christmas paper
- 1 Holiday Table Cloth - red or green will do. Sprinkle and lay on the cloth icicles for decoration
- 1 Holiday Candle
- 1 Book of Matches
- 1 Small Cassette pr CD Player
- 1 Cassette Tape or CD of Festive Holiday Music

Add to the basket one of each of several "Holiday Gift Giving Ideas" using regular line merchandise. plus the "JOY OF GIVING" Holiday Product Line!!!

- Gear your gift ideas in a wide price range - \$10, \$25, \$35, \$50, \$75, \$100+
- Gear gifts for men and women, teenage boys and girls, Grandma and Grandpa, gift exchanges at work, gifts for teachers and stocking stuffers, etc.
- Group your friends and customers by the city or area they live in to cut down your travel time.
- Call each person and schedule a 30 minute quick appointment for you to come by and show her/him a few Holiday Gift Ideas to save her/him the time and the stress associated with mall shopping.
- Leave enough time between appointments to get from one house to another.
- Encourage your friend/customer to have her friends or neighbors come over for a 30 minute gift presentation. If two or more guests show up, be sure to give the hostess free product worth 10% of the total sales without tax. If no one joins her, go anyway just for her.
- Have Skin Care Profiles available for each new customer to fill out. These people will be your next appointments for Shows, Nail Care and Spa Classes. Especially in January! And they are already pre-profiled!
- When you arrive, spread out your Holiday Tablecloth on her table. Light the candle and place it in the center of the table. Play the holiday music quietly to get them in the holiday spirit. Take each gift idea out of the basket, one at a time. Describe what each item is, how it is used, how much it costs and who the gift is targeted for (example: a teacher). Hand it to your customer to touch and feel and see. If other guests are present, then pass the gift to each person. The last person will put the gift idea on the table for all to see. Continue this process until your basket is empty.
- Explain to the guests that you will take orders only today and you will deliver their gifts on _____ date.
- Take orders from each guest and set up a delivery time in your date book. Have them pay you up front so you can order the products if you run out of hand creams, etc.
- When the orders are complete, quickly place each gift idea in the basket. Fold up the tablecloth and place it on top of the gifts. Collect your candle, matches and cassette player and be on your way quickly to your next appointment, to repeat the process again as many times as you can in one day or evening. Items to bring along in your purse or briefcase: Beauty Books Profiles Sales Tickets Business Cards Calculator Ink Pens
- One option is to bring grocery store cookies along for guests to munch on while you are writing up the orders. Have the Hostess put on the coffee. Let it brew during your 30 minute presentation. (Save cookie receipt for tax deduction.)
- This is a great alternative when people will not book classes during the holidays. If you go to them for just 30 minutes, you will reap the rewards. You will probably be a Star Consultant, finish your National Court of Sales, you will increase your confidence. Your customers will think of you as their "Gift Source" for the next holidays like Valentine's Day, Mother's Day, Birthdays, etc. You will meet people you never would have before and you set up your next successes in January with new people to book. This is a win-win situation. This is so exciting. Make this Holiday Season a profitable one for you and make everyone happy. HAPPY HOLIDAYS!!

By Senior Director Chick Stamschror