

How to Have a \$1000 Retail Week – Sales Director Cindy Hurst

Are you ready to astonish yourself and become absolutely liberated?? The way you do that is by selling \$1000 retail (less taxes) in a week. You may have never sold that much but I encourage you to break your own belief barriers and give it everything one time. When you reach this goal once you will know that you can do it again and again.

1. Set the date for the week you plan to do this, usually Sunday – Saturday. Sooner is better than later, if you do not complete, set again.
2. Share this goal with family, customers, and potential customers. Put goal on voice mail with updates.
3. Have a 'countdown' location. Post \$1000 in large numbers on refrigerator, on your working calendar, bathroom mirror so that you can subtract every sale off. As you see the number going down during the week you will be more enthused. Others will enlist in your goal as you make it happen.
4. Schedule uninterrupted phone time (even if it is only 15 minutes) at your work area with sales tickets, calculator, look book, phone (charged) and calendar to call through your existing customer data base. When you get clients on the phone ask if they have a moment to talk, tell them you are checking on them to see if they are 'low' on anything. Complete totaled sales ticket for needed items, separate copies into pink file copy and customer copy to attach to bag, discard the remainder, arrange for mail or delivery. If you have a choice to deliver product deliver it at their work (so that you are exposed to other potential clients). When you deliver product carry your Go Bag with the newest items so you can potentially up sale. Your Go Bag should include a money bag with sales tickets, calculator, and pen to write out new orders as well as a current Look Book for product reference. Get complete mailing addresses for new clients so that you can develop them via the preferred customer program. I do not freely give out books. I enroll my customers in the Preferred Customer Program and books come from the company to their mailbox at a much reduced price. If you hand deliver products, arrange deliveries geographically, i.e., Waycross; Atkinson County; Douglas; Nicholls/Alma; Broxton/Pridgen. When making phone calls let clients know that you will be in her area on _____ day if you plan to hand deliver. Orders that are not expected to up sell should be packaged in bubble lite bags and mailed. The postage is less than gas and time is freed up to sell new product to new customers. Enclose a self-addressed, stamped envelope if card payment is not used. Expect approximately 10 day turnaround. You can make one delivery to the post office to mail 10 packages instead of driving deliveries using gas and time.
5. Choose one item to focus on and '**swipe, squirt or spray**' everywhere you go during the week. This will be a full size product that you have taken out of your inventory to use as a demo. For example, select one of the new lip colors, order multiples based on your confidence level. Take one to use as a demo, use others to offer on the spot delivery. When chatting with customers ask them if they would like to see the new color, 'swipe' this color on the inside of their wrist. If they like that color they will usually buy it on the spot if you can offer immediate delivery. When you deplete this item, move on to another one, i.e. oil free eye makeup remover; write on back of your hand with lip pencil, swipe OFEMP with cotton ball relating the product features and benefits. When you deplete this item, move to another. What do you have more than one of on your shelf?

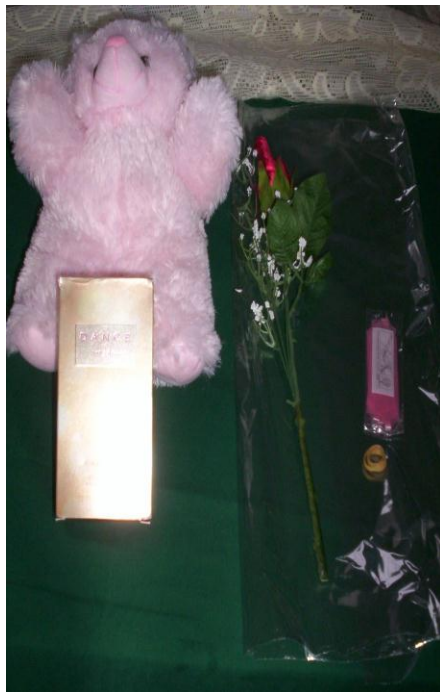
Blitzing Ideas:

Sell 56 new lip colors x 18.00 retail = \$1008 retail; Tell clients that you have a goal to sell 56 lipsticks this week. If they buy three (one for makeup table, one for purse, one for office desk they receive a gift with purchase for \$40 purchase; OR tell clients that if they help you sell three they get theirs free – 20 clients that help you sell 3 = \$1080, the ones given free are written off as gift with purchase (which is tax deductible).

Sell 5 sets of the New Timewise Repair Volu-firm Skin Care. 5 x \$199 retail = \$995 retail. Make a list of your target market – mature customers with advanced signs of aging; the younger woman who wants to fight aging every step of the way and

is accustomed to purchasing premium products; young women who have problems with scarring or sun damaged skin. This list needs to be as long as possible and these do not have to be current clients, and complete with phone numbers and email if possible. Write out your script, have near the phone and read the script word for word when you have permission to talk. This product does not necessarily have to be demonstrated face to face as there is only one formula. You can assist the client in learning to press down the containers on day/night when you deliver. Whether you sell a set or not ask clients for referrals on who she knows that might be interested in a product like this.

Sell 20 Dance Bears x \$50 = \$1000 retail. Packaging items needed: 20 Stuffed Bears; 20 Dance Parfum; 20 rubber bands, 20 tall cello bags, 20 pull bows, 20 silk roses (can be purchased in bundles and cut apart with wire cutters; Spray the roses with squirt of parfum, wrap a rubber band around the neck of the bear and the neck of the parfum, put bottle jacket back on parfum so it can be seen, drop the bear and parfum in cello bag; pull bow, tie once to secure, tie bow in bag, double tie; stick silk rose in top of bag, attach balloon. You can make up ONE of these bears to carry with you on deliveries in January to take advance orders, product must be ordered by Jan. 25 to ensure timely delivery. You can charge clients card on propay for advance purchase to have money to invest in inventory but whatever you do, do not fail delivery. You can also do half down/half on delivery. Thank you Sales Director Joyce Robinson for teaching me how to do this.



Valentine's Day Gifts 50 x \$20 = \$1000 by reservation. Make a list of your target market, primarily men or significant others of your clients. Ask gentlemen who among their friends may need help and refer them. "You can take him from zero to hero!" My experience is that gifts in the proximity of \$20 are most readily sold. These can be pre-packaged based on what products you have in inventory. Use whatever packaging you can get ahold of that cost almost nothing. MK cardboard boxes can be cut apart in appropriate size, wrapped with tissue paper to provide a base for a gift bag. Any heart shaped container will work, check out thrift stores, Salvation Army, flea markets, Goodwill, spend \$1.00 or less containers. If you wait until Feb. 1 you lose to the florist.

HOW WILL YOU FEEL WHEN YOU ACCOMPLISH THIS GOAL??? **HOW WILL YOU FEEL TO PUT \$500 PROFIT IN YOUR FAMILY BANK ACCOUNT OR MEET ANOTHER FINANCIAL GOAL???** A very large percentage of our unit members have done this and I can't wait to hear that you have done it or done it again!!