

# THANKSGIVING WEEK

## Strategy

### Game Plan:

After dinner – when the men all either go hunting or watch the game, let's give the ladies something really FUN to do! Gather them around the computer and have them do a virtual makeover and shop til they drop!

### take it a step further...

- Contact every client {and potential clients} of yours **BEFORE** Thursday and invite them and their families to do the same thing! Invite them to Hostess the event and earn hostess credit!
- Hold a drawing either Thursday or Saturday from both Thur/Fri sales and give away a Gift Certificate!
- Offer the **TOP HOSTESS** a \$100 MK Shopping Spree!

### Monday:

Write out your Weekly Plan Sheet – set your sales goal and plan your phone time, quick makeovers, deliveries, and interviews! Make a list of friends/family you'll be seeing this week who could use your services {that would be everyone!}.

### Tuesday:

Call your clients & offer the option of being a virtual 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 at the end of tonight, I'm going to draw one lucky number—if it's yours—you'll get your order absolutely FREE! Is there anything you'd like to order? Holiday Gifts?" {After she orders, have her select her lucky number; if she chooses one that has already been taken, ask her to choose a different one. }

### Wednesday:

Make deliveries—take a basket of products & samples with you. Give the ladies a sample of an eye shadow/blush or hand cream to try.

### Thursday:

Enjoy Thanksgiving Day with your family! After dinner—try to offer facials or show your Holiday items. Have the women use Satin Hands & sell Gift Certificates to the men! Have at least 20 virtual Hostesses going for this day! {20 x \$100 = \$2,000} Do your own virtual party with the ladies! Are you getting 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**! Offer PINK Friday specials to your customers! Connect with close friends/relatives and give quick makeovers and interviews!

### Saturday:

Send out a Small Business Saturday sale to your customers. Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold.

### Monday:

Send out a Cyber Monday Special to your customers. Hold holiday makeovers/interviews and continue building your business—**BOOK** for the first 10 Days of December—clinics, holiday coffees, set up several in your home...You will ROCK your Sales in December as well!

How much \$\$\$ will you make this week!?