



# Holiday Plan of Action

## October Plan...

- 1 Set your goal for holiday sales & recruiting.
- 2 Make a list of all businesses & people you do business with, talk to them about your gift-buying services.
- 3 Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them! Show them how shopping NOW will offer them the best choices and prevent some of the hassles of their holiday time.
- 4 Book Holiday Shopping Coffees.
- 5 Have every customer fill out a Holiday Wish List so you can follow up with their "Santa". (This will be done in Nov & Dec)
- 6 Offer a variety of classes: skin care, glamour, nail care, etc. Begin to talk to everyone about preparing for the holidays!
- 7 RECRUITING! Build your team in October so they can take advantage of the holiday selling season!

## November Plan...

- 1 Follow up with all business contacts & leads.
- 2 Continue to book shopping coffees, skin care, glamour & nail care classes
- 3 Continue having each customer fill out a Holiday Wish List
- 4 Begin talking to the men you have contact with - work, church, friends, etc.
- 5 Begin following up with Holiday Wish Lists. (They may not be ready to buy - but you are at least making your service known!)
- 6 Service all of your customers for their personal & holiday needs.
7. RECRUIT! What a great time to begin a business - your own shopping at cost, provide service for those you know & prepare for an exciting new year of opportunity!

## December Plan...

- 1 Follow up on all husbands & men! They are beginning to get serious!!!
- 2 Follow up on all Holiday Wish Lists.
- 3 Book shopping coffees
- 4 Book skin care & glamour appointments. (Help them prepare for parties & people by looking their best)
- 5 Talk to men about 12 Days of Christmas gifts! They love it!
- 6 Have gifts with you at all times - in your car - in a basket that you carry - at all appointments & reorders.
- 7 Help people think about stocking stuffers & last minute gifts
- 8 RECRUIT!! Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity!

