

WHAT'S NEXT AFTER YOUR HOLIDAY OPEN HOUSE?????

SO many of you have had your holiday open houses, or gift shows, or Christmas coffees – so what's the next step?? This is what I would recommend as follow up after your Christmas presentations.

1. Make a list, and put it where you can find it next year. (I type it in word, and save it under a holiday file tab). Answer the following questions:
What did you like best about your open house? What sold the most? What sold the least? What did you not like? Did you have some gift items, that you spent a lot of time on, but were not that hot? What types of gifts were they looking for – friends, office, family? How were my snacks – too much, too little? What about timing? Did you start too early, end too late....what about days of the week? What was your best marketing strategy (how did you promote it...save the date cards, santa coupons, or social invites). What was your best turnout via invitations – personal reminder phone calls, evites, or snail mail. As crazy as it sounds, do this now, as next year, it will be fuzzy, and you will find your notes from this year to help maximize your planning come next year!

For example: every year, women pick up coffee and cream mugs and add to almost every purchase. I have had, however, holiday socks paired with the energizing foot and leg treatment for two years, and have not sold one. For years, I put together a very cute secretaries gift...and for years, did not sell them. As cute as they were, I finally got the message and quit spending time there. I also used to have a TON of food....women just wanted to snack. Went to very simple snack items and two options for drinks...hot and cold.

2. Start NOW following up with Wish Lists! I start calling husbands, daughters, or whoever they suggested, before they get out and get their Christmas shopping done!
3. Private appointments. Although I don't keep my whole house decorated with Mary Kay, I do have a display that stays in my office throughout December. I call those customers who could not come, and set up private appointments so they can see my holiday line! Most of these appointments keep, once they have a specific time and place to meet you.
4. Go through your sales tickets and make note of the things she may have eyed , but did not buy. Go ahead and call those significant others in her life...or sometimes call her and just say "I know you loved those Gingerbread sets', and just wondered if you have not finished your shopping yet, I still have just a few left!

I always find some of my best holiday sales come AFTER my open house. Many browse as they are still 'thinking'....but with some reminders from you, they will come back, when it gets crazy in the malls, and they find it's easier to order from you!

Happy Thanksgiving!
Roxy Coursey