

PRE-PLAN YOUR HOLIDAY STRATEGY:

By Sherry Hanes

- Determine your purpose? What is your reason to be successful this Holiday Season? What do you hope to gain? Get your mind clear on your vision. You can't be foggy and achieve. Write it down! Make your goal poster with 3 things in mind: Goals to achieve which will benefit your family or you personally (top part of goal poster), Mary Kay goals that would support achievement of the family or personal goals (middle of poster), Goals that would support your ability to achieve your Mary Kay goals and your personal/family goals (i.e. quiet time, weekly plan sheet/6 most important things, exercise, diet, help) (bottom of poster)!

When you work from the bottom up, you will be able to accomplish your goals at the top! Post your goals in at least 5 places where you are on a daily basis—color copies work great! We must remember that we are entering into the best uninterrupted selling season of the year & many goals will be achieved or make gigantic progress during this season! This season will build your momentum moving into the new year and generate new business for the new year!

It has been my experience that you will not work your business unless you have a solid reason to do so! What is it that is going to motivate you to develop your plan, pick up the phone, step out your door, gain the necessary skills? Success in your Business is all based on your attitude, your work ethic and understanding that success is a system and a strategy that you work to gain something desired & planned by replacing what you now have in your life with something better and more beneficial.

- Hold as many appointments NOW as you possibly can & collect “Wish Lists”— This will develop your base of people to work with for holiday sales.
- Who do you know who is need of Holiday shopping money? Many women take on extra jobs to earn holiday spending money? They have a purpose! Show them how they can make money!
- Much of your holiday success will be dependant upon your ability to match the right people with the right opportunities. Look at your Circle of Influence & customer base and begin to develop the following lists in a spiral notebook:
 1. **BUSINESS GIFT SERVICE:** Who gives their employees or co-workers holiday gifts? What businesses do you frequent who has employees? Businesses make holiday purchasing decisions in October or before.
 2. **HOLIDAY GLAMOUR MAKEOVERS:** Who is going to want to be certain that she looks her best for holiday parties? Or who will be attending lots of holiday activities? What restaurants and local businesses depend on their employees professional presence that would love for someone to come in to train their employees?
 3. **FUN PACKETS:** Who works with a lot of people (women or men) or sees a lot of people (women or men) on a daily or weekly basis at church, neighborhood sporting

events, community events, children's activities, etc.?

4. **FRAGRANCE SURVEYS:** Who loves fragrance?
5. **HOLIDAY COFFEES OR COLLECTION PREVIEWS:** Who loves to entertain? Who lives in a large neighborhood? Who has a large circle of friends?
6. **12 DAYS OF CHRISTMAS & GIFT SETS:** Who loves to do special things for their wife, husband or significant other? Who has elderly parents who may be difficult to purchase for? Who has college students who will be missing out on some family activities during December because they are away at college? Who has young children who would delight in doing something fun & special for Mom? Who has teenagers? Who is going to need stocking stuffers? Who may need some "just in case" holiday gifts?
7. **HOLIDAY CLASSES:** Who is going to be a football or hunting widow this fall who would love to invite some of her girlfriends over for makeovers or collection preview?
8. **SELLING TO HUSBANDS:** What men do you know that hate to shop & love convenience? What group of men would love a half time shopping experience to get all their shopping done?
9. **OPEN HOUSES:** Will I participate in a group Open House or will I hold my own? What clubs, organizations, apartment complexes (a service for their tenants), schools (primary schools for staff members or colleges for students & staff), businesses (as a convenience for employees) may host an Open House for me?
10. **TRUNK SHOWS:** Who may not come to anything but would love to shop with you if you brought it to them?