

Thanks Chelle Hill

## Selling Ideas for October

With fall here and Halloween just around the corner, here are some Spook-tacular ideas you and your unit members might want to use to help boost sales:

1. Why not hold a Tailgate Party on a Saturday or Sunday afternoon during the football games. Suggest that your customers come dressed in one of their favorite teams sweatshirts. You could provide the pretzels or popcorn and let them shop.
2. Provide a Trick or Treat Special the weekend before Halloween. This would provide a great reason to contact all your best goblins (customers). You might even offer a Halloween Mask incentive on Indulge Soothing Eye Mask, Satin Lips Lip Mask or any of our classic basic facial masks or a Mas-scary incentive on mascaras.
3. You could attach color samples to your business cards and hand them out along with candy *to the mothers* of the trick-or-treaters who come to your door on Halloween. You could even attach a card that says, This is no trick. Treat yourself to a complementary facial!
4. Offer a Make Yourself Boo-tiful Night at your home. Do quick one-hour appointments and feature one of the looks on the new Trend Look Cards.