

PLAN YOUR PAYCHECK & EARN HOLIDAY SPENDING CASH

How much do you spend during the Holidays? \$500? \$1,000? \$2,000? \$3,000?

Would you rather have CASH to pay for your Holiday gifts or is a credit card bill with interest more your reality?

TAKE THE TIME TO PLAN YOUR HOLIDAY STRATEGY NOW! Work out the numbers and TRACK them until the very end

1. First, figure out your selling averages:

- What is your Class/Party/Show average? \$200 \$300 \$500 _____
- What is your average Facial sale? \$50 \$75 \$100 _____
- Average On the Go/ Stop-By Appt: \$30 \$40 \$50 _____
- Average Reorders in a Week: \$50 \$100 \$200 _____
- Open House Average: \$500 \$1,000 \$1,500 _____

If you are new or not sure of your averages, look at your Weekly Accomplishment Sheets & average them out. If you aren't filling out your Weekly Accomplishment Sheets, now is the time to start tracking!

2. Next, decide how much CASH you want this Holiday Season: \$1,500 \$2,000 \$5,000 \$ _____

Take that amount and divide it by 40% to find the retail sales goal you'll need to make!

This formula is using the 60/40 split:

50% to purchase/repurchase inventory, 5% for PCP/events 5% for supplies, & 40% profit!

- For example, you want \$1,000 CASH: $\$1,000 \text{ divided by } 0.40 = \$2,500$

You will need to sell \$2,500 in products in order to take home \$1,000 in cash. This does not include discounts.

3. Use the Holiday Selling Plan to break down what activities excite you and design what you want the next 16 weeks to look like!! Then, use the Tracking Sheet because a tracked number will always grow!

TIPS:

Be sure to get Wish Lists from all of your customers and family members at their facials/appointments STARTING NOW! They can use the back of the profile card to list goodies they love! Keep it simple! Husbands love the help and those area extra selling opportunities! It's not too early in August to start contacting them!

If you want to hold 6 classes you will need to BOOK 10! Don't set yourself up for failure by under-booking. It's the Law of Averages. If you need to book 10 Classes, you will need to call 30-40 people. Just work with the numbers. People may let you down but numbers never will. What are you WILLING to do to INSURE YOUR SUCCESS?

NOTES/ IDEAS:

"There's a difference between interest and commitment. When you're interested in something, you do it only when it's convenient. When you're committed to something, you accept no excuses, only results." – Kenneth Blanchard

My Holiday Sales Goal Tracking Sheet

"Give yourself something to work toward. Constantly. A good goal is like a strenuous exercise - it makes you stretch." - Mary Kay Ash

Name: _____

Timeframe: _____

I'm Saving For:

I Need To Profit:


\$

÷ .40 =

The Retail Amount I Need to Sell:

\$

(Include the tax in your profit total)

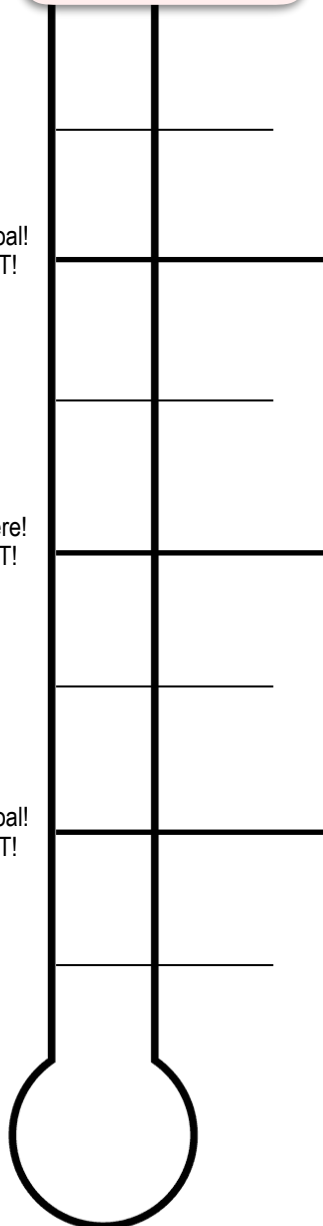
Ready. Set.
 **HOLIDAY GOAL!**
 \$

Projected Breakdown: 50% Wholesale: _____
 5% Section 2/ Supplies: _____
 5% MK Events/PCP: _____
 40% Profit: _____

3/4 of my Goal!
I CAN DO IT!

Halfway There!
I CAN DO IT!

1/4 of my Goal!
I CAN DO IT!



A Picture(s) of My Goal!

Month End Actual Totals:

	September	October	November	December	TOTALS
Total Retail Sales					
40% profit					
50% wholesale					
Necklace Earned?					
Section 2 (5%)					
PCP/MK Events (5%)					

2020 \$20,000 HOLIDAY SELLING PLAN Aug.30 - DEC. 19

Could you get excited about selling \$10,000 or even \$20,000 over the next 16 weeks? Do you realize that you could have a totally DEBT FREE Christmas for your family? What would you do with all of that extra spending cash? When you work your Mary Kay, it will always work for you and knock your socks off too! in the process!

The Holiday Season is just about to begin! It's the best time to "Plan your work and work you plan!" It's truly the BIGGEST selling season of the entire year and so much opportunity is available to you! It's just a decision away!

This plan is designed to have you work through December 19th and then to take a Mary Kay "vacation" to be with your family though the New Year! Adjust your schedule accordingly to set and reach your goals and BELIEVE BIG!

Let's start with how much cash would you like to earn? \$_____ Divide that amount by .40 = Total Sales Goal: \$_____ Now let's break it down into activities that excites you! Here's an example below and then a space to design your own plan!

EXAMPLE OF \$20,000 HOLIDAY CASH PLAN

Selling Activity	Total Activities Multiply by 4 months	Monthly Activities	Total from Each Activity	Total from ALL Selling Activities
Silent Hostess/ Book Party	9	Approx. 2/ Month	\$100.00	\$900.00
Husband's/ Men	20	Approx. 5/ Month	\$50.00	\$1,000.00
Holiday Stop & Shop/ Boutique on Wheels, etc	20	Approx. 5/ Month	\$200.00	\$4,000.00
Open House	1		\$500.00	\$500.00
Facials, Parties, Girlfriend- Get-Togethers	120 faces (30/ month)	Approx. 6/ Month (30 faces in a month)	Approx. \$80/face	\$9,600.00
On the Go/ Reorders/ PCP	100	25 or approx. 6/week	\$40	\$4,000.00
Total Sales:				\$20,000.000
Re-Invest/ Cost of 50%				\$10,000.00
Estimated Expenses 10%				\$2,000.00
NET PROFIT:				\$8,000.00

YOUR \$_____ HOLIDAY CASH PLAN

Selling Activity	Total Activities Multiply by 4 months	Monthly Activities	Total from Each Activity	Total from ALL Selling Activities
Silent Hostess/ Book Party				
Husband's/ Men				
Holiday Stop & Shop/ Boutique on Wheels, etc				
Open House				
Facials, Parties, Girlfriend- Get-Togethers				
On the Go/ Reorders/ PCP				
Total Sales:				
Re-Invest/ Cost of 50%				
Estimated Expenses 10%				
NET PROFIT:				

HOLIDAY 2020 SELLING PLAN 16 WEEK TRACKING SHEET!

August 30th - December 19th

Use this to track your sales from each activity! A tracked number always grows!

	Week 1 8/30 - 9/5	Week 2 9/6 - 9/12	Week 3 9/13 - 9/19	Week 4 9/20 - 9/26	Week 5 9/27 - 10/3	Week 6 10/4 - 10/10	Week 7 10/11 - 10/17	Week 8 10/18 - 10/24	TOTAL SALES
Silent Hostesses, Book or Online Parties									
Husband's									
Holiday Stop & Shop, Boutique on Wheels, Coffees, etc									
Facials, Parties, Girlfriend Get-Togethers									
Open House									
Business Contacts (\$40 each)									
PCP/ Reorders (\$40 each)									
TOTALS TO DATE:									

OPTIONAL: Create a separate tracking sheet for Business Contacts/ PCP Reorders to fill in the total number of Business Contacts AND/ OR PCP Reorder with your Weekly Total!

