



# Your "Happy" Holiday Plan!

## September Booking Focus - New Fall Looks

Week 1	Create your holiday plan – Open House, businesses you want to contact, etc.
Week 2	Fill Out Weekly Plan Sheets for the next 3 Months
Week 3	Make a list of businesses to contact for gift giving. Consider customer/family businesses & YOUR contacts: dentist, etc.
Week 4	Write letters to 1/2 the businesses on your list telling about your services, saying you'll call soon.

## October Booking Focus - New Products

Week 1	Do personal Christmas shopping (think MK gifts!), or at least make your list and plan it out. If you're done by 10/30...you'll SAIL through the season! Write letters to other 1/2 of businesses on your list. Take Go Tote and/or samples & catalog with you everywhere
Week 2	Follow-up with the first set of business letters. Offer to treat staff to Satin Hands, show gift ideas in person, etc. Begin getting wish lists filled out with every facial
Week 3	Schedule office holiday shopping parties w/ your customers. Lunch hours or just after work are great times! Search out area events you can set up a table or offer goodie bags to...get your name out there!
Week 4	Follow-up with the 2 <sup>nd</sup> set of business letters as above.
Week 5	Send Open House invitations, assuming Open House is mid November.

<b>November Booking Focus - Holiday Glamour Looks</b>	
Week 1	Write letters to husbands of customers, telling of your service & that you know his wife's wish list & will call to discuss it with him soon.
Week 2	Begin to follow-up with husband letters and as you see them in person...may not be ready yet, but ask when you can call back. Send postcard to customers regarding the Thanksgiving week sale.
Week 3	Bookings, follow-up, finish any of the above...
Week 4	Bookings, follow-up, finish any of the above...

<b>December Booking Focus - DOUBLE HOSTESS CREDIT (or choose your extra incentive), Holiday Coffees (informal stop &amp; shops – quick &amp; easy), New Product Preview, Holiday Glamour</b>	
Week 1	Follow-up with husbands. They're getting serious now! Follow-up wish lists. Wrap stocking stuffers adorably & carry some with you...the eye buys & anything inexpensive will MOVE off your shelf! Ask 10 women to be catalog hostesses. Offer a 50% off shopping spree when they collect \$100 in outside sales over the next 10 days...they'll be seeing lots of people now!
Week 2	Deliver 12 Days of Christmas baskets by the 13 <sup>th</sup> . Be prepared for January bookings in your calendar. Some absolutely won't book in December...offer them an after-the-hubbub date. Remember...some WILL book in December!. Warm chatter all sales people with a SMILE.
Week 3	Call customers for personal needs – they get caught up and may forget to call you! Do you have her wish list? Does she need to buy a personal "gift" for herself? Follow-up additional Wish Lists.
Week 4	Wrap up & enjoy time with your family. Do you go shopping after Christmas? So will your customers! Why not offer them an "inventory reduction sale"...offer a couple of hours on Saturday morning for them to stop & shop. Will they want to have a pampering session with friends/family who are visiting from out of town?

ShanisoOne



JAN BOOKING FOCUS: New Year, New You, New Products!  
 FEB BOOKING FOCUS: Valentines, Winter Skin Checkups  
 MAR BOOKING FOCUS: March Madness Model Mania, New Product Preview  
 APR BOOKING FOCUS: New Products & Mother/Daughter Events  
 MAY BOOKING FOCUS: Mother/Daughter Events, Summer Skin Care  
 JUN BOOKING FOCUS: Simple Summer Skin & Summer Looks  
 JUL BOOKING FOCUS: New Product Preview, New Products  
 AUG BOOKING FOCUS: Back to School/Back to the Basics