

## ***\$1000 Day Instructions & Scripts***

- Special acknowledgement to Mindee Hoffeins for the updated, professional letter, and extra contact ideas! Using her ideas significantly increased my results past couple of years thanks Mindee! Original idea of course is Tammy's!
- Be a great copy cat☺
- Set a Goal!
- **HAVE A POSITIVE ATTITUDE! EXPECT GREAT THINGS & GREAT THINGS WILL HAPPEN!**

2013 results: \$3692 by noon & total of \$4047 mailed to 170 clients

2014 results: \$4717 by noon & total of \$5055 mailed to 150 clients/50 ordered

Most ordered days prior to sale or before 10 a.m.

(remember my first was less than \$1000, now in my 11<sup>th</sup> year)

You can start with even 40-50 clients! Or if you are new, with the people you know!

### **ALL STARTS WITH GREAT CUSTOMER SERVICE:**

- starts at your skin care party
- Relationship you wish to build, keeping the happy, offer GWP, quick delivery service, or set day to pick up orders
- Keep your clients happy! Service monthly in variety of ways, email, phone, etc. so you establish a great relationship – get to know them personally
- Will post some other great customer service tips & script from Christy Flater
- Went through my whole client base a few months before to re-connect & get updated info and ask for bookings at the same time sent to clients who ordered more than once a year

### **PICK YOUR DAY!**

- Traditionally I have held it in the spring but you can use anytime for:
  - \$1000 day
  - To finish your star
  - Towards getting an inventory
  - If you have an inventory it is a great idea to stock before hand on the basics
  - Clears out the older products so you can replace with new
  - Works BEST scheduling it for a Tuesday, Wednesday or Thursday
  - Make sure you have a website - advantages

## 10 DAYS AHEAD:

- Catalog, letters ready, and envelopes ready and addressed
  - Make a decision on your own discounts to offer & gifts
    - Remember many will start w/products they haven't tried
  - Used website and give additional 5% discount for CC payment attached to order – funds available right away & easier than collecting payments when a large # of people ordering
  - Mail catalog in a larger size envelope so it gets attention w/return address (8.5 x 11)
  - Fold letter – on bright color paper) in half & insert into catalog with top part on outside of catalog
- Mail about 7-8 days ahead (out of state as soon as possible)

## 1 WEEK BEFORE SALE:

- Prepare & send email (use same letter & just delete part about “enclosed catalog) refer to website
- Event on FB – use same letter as email – just deleting reference to enclosed catalog and substitute website info. You can invite by email event if they aren't friends

## 4 DAYS BEFORE SALE:

- Text (in the morning) using a mass texting service: Callfire.com
  - Script:
    - Save the date! Annual Client app sale Tues, 5.15.2014, 30% disc starts at 8 am! Details mailed last week! Susi Felice 8012306605

## 2 DAYS BEFORE SALE:

- Text (in the morning) using Callfire or similar service:
  - Script:
    - Hey time for annual sale again! 30% starts at 8 a.m. Wednesday! If u don't know what I am talking about or lost ur details – text me back & I'll send to u! Susi Felice 801230660

#### DAY BEFORE SALE:

- Morning: Last email
  - “Hey here it is! (show letter in body of email) Its tomorrow! Just a reminder for all of you!
- CallFire by voice about 1 p.m.
  - Script: (similar to text that you record in an enthusiastic voice)  
“time to save on all your great skin care that you love and even try something new!

#### KEEP A POSITIVE ATTITUDE & BE PREPARED – SEE YOUR GOAL IN YOUR MIND!

- Sales tickets handy
- Computer up and running
- Get a Helper for filling orders & delivering if you have over 100 clients
- Allow up to a week for delivery unless they come pick it up
- Follow up with EVERYONE on the list and leave a message or text
- Give a “2<sup>nd</sup> chance” discount
- Deliver as soon as you can or have them pick it up