

Let's Talk TURKEY!



THANKSGIVING WEEK STRATEGY!! Remember that Thanksgiving is a DAY, not a week! And.. It can be one of the best weeks of your entire year! By using the strategies below, you can make it happen for you! I Know You Can Do It!

- SUNDAY:** Sometime Sunday evening, make your weekly plan sheet! Set a goal for what you want to sell this week! Plan telephone time, quick makeovers, deliveries, interviews! Make a list of friends or relatives you will be seeing this week who may need your services. Also, plan your grocery list, and decide what cooking you will need to do and when you will be doing it. Enter all this on the plan sheet!
- MONDAY:** Attend your weekly Success Meeting (*alternate this day with another day if your meetings are on another night*)! Get the enthusiasm and knowledge you will need to make this week great!
- TUESDAY:** Hold a telephone lottery! Call 25 customers and say, "This is _____ with Mary Kay! I hope you have a quick minute. (Pause) The reason I'm calling tonight is because I'm having a Thanksgiving Day Lottery! And no, I'm not giving away a million dollars or a Pink Cadillac- but if you place an order tonight, you can pick your lucky number between 1 and 25 and at the end of the night, I'm going to draw one lucky number and if it's your number, you'll get your order absolutely free!! Is there anything you'd like to order?" After she orders, have her select her lucky number- write it on her sales ticket, and keep track of the numbers selected! If she chooses one already used, have her select another number!
- WEDNESDAY:** Make your deliveries, taking along a basket of extra products and samples of anything new! Give her a sample of an eye shadow, blush or hand cream to try and watch your sales double!
- THURSDAY:** Enjoy Thanksgiving Day with your family!
- FRIDAY:** This is traditionally the biggest shopping day of the season! This is a day you can either BUY or SELL! I suggest you SELL! This would be the day to contact close friends and relatives who may be in town for the week and get together with them for a quick makeover or interview!
- SATURDAY:** Check your inventory and see what products you will need to order either for Christmas business or just to replenish what you have sold! E-mail your order to the company this evening, and beat the rush!

.... And if you are traveling during the holidays.... Here is your alternate plan!

- SUNDAY:** Same as above.
- MONDAY:** Do Tuesday's Activity!
- TUESDAY:** Do Wednesday's Activity!
- WEDNESDAY:** Tie up loose ends for travel day. Be sure to pack your Beauty Case to take with you and an assortment of merchandise!
- THURSDAY:** Enjoy Thanksgiving Day with your family!
- FRIDAY:** Tell your out-of-town relatives and friends that you are in a Thanksgiving Week contest and you need to do just a few makeovers to finish up! Ask for their help! Fun and profitable! And don't forget other family and friends who traveled to be there! I just picked up a customer who lives on my street. She bought a BASIC plus COLOR set while on a trip to California! She has lived about five houses down from me for five years!



Don't be a turkey & miss out on holiday sales this month!