

Black Friday Plan

1. Run a Black Friday Sale (the day after Thanksgiving) or a Pink Wednesday (the day before Thanksgiving) sale. Rock the Clock – DO A POSTCARD (say all product will be hand delivered to you) – text, email, call, website – put Black Friday on it.
 - a. LAYER invites:
 - i. Send Postcard or Email *postcard is best*
 - ii. Create fb event – invite
 - iii. Call “A List” Customers with Script
 - b. Consider removing the gift with purchase from your website for this weekend only OR adjusting the discount percentage to no more than 40% off.
2. If Thanksgiving is not over a month-end weekend: DO NOT PICK UP THE PHONE on Black Friday – wait until Monday.
 - a. Text them: “I got your order, you got a great deal! I’ll call you Monday to arrange delivery”
3. If Thanksgiving is over a month-end weekend: pick up the phone (if you choose) to secure your orders. Let them know that due to the call volume, you will call them Monday to arrange delivery.
 - a. Run cards and close your month on the last day of the month to ensure as rapid delivery as possible, especially with weather and Christmas delivery needs (especially if you need to wrap and deliver or ship for Christmas!). CDS all orders over \$100.
4. When you call on Monday, schedule 30 minute delivery windows. You can schedule these for 10 days -2 weeks out if you need to wait for the product to arrive.
5. When you deliver her product, bring your product opinion basket and your emergency gift basket! SAY, “I have the new stuff! Do you want to see it?!? Let me know what you think so I don’t stock anything my clients won’t buy.”
 - a. In your basket/empty Miracle Set bag have: full size demos of all the new stuff, Satin Hands, a gift with purchase with a bow, eye make-up remover, flat cotton pads, q tips, new catalogs, wish lists, and sales tickets.
 - b. Demo on the back of her hands to get her opinion. Remove stripes with eye make-up remover. Finish with Satin Hands at the sink for fun!
 - c. Fill out her ticket or wish list with new items she wants to purchase or have you call Santa for!
 - d. While filling out her ticket, SAY “I have my emergency gift basket with me, do you need any last minute teacher/neighbor/etc gifts?”
 - e. Add items to her ticket if necessary.
 - f. Rebook!
6. Let her know that you are doing holiday shopping coffees, holiday look parties, bedtime parties, and Christmas morning makeover parties and they can shop at 50% off. I don’t care if you buy everything in the catalog! SAY: “How would you like to do your holiday shopping at half price? I can do a _____ with you and all you have to have is you plus two!”