

Holiday Spa Success Guide



2007

Created By:
Terri Engle, Ind. Sr. Sales Director
BeautiControl Cosmetics
Vancouver, WA

Holiday Strategy Worksheet

Step 1: Choose your Strategy

Feeling overwhelmed? Simply just choose **1 or 2** ideas that best fit your time, energy and personality! Listed below are a few of the main holiday selling ideas!

1. Holiday Coffees/Trunk/Gift shows/Pampering Parties
2. Open Houses
3. Gift Giving Services for Businesses, Husbands, Family & Friends
4. Spas

Step 2: Set a Plan of Action

1. Use a calendar and schedule dates and times
2. Commit to implementing the selling ideas you have chosen!
3. Take into account personal events, shopping, cookie making, etc.
4. Set specific goals.
5. Create your plan with your family
6. Use the guidelines in this packet

Step 3: Evaluate your success and make notes for next year.

I am choosing the following ideas:

1)_____ 2)_____

My Holiday Retail Goal is: \$_____

I want to build my business because: _____

I want to add team members #:_____

What worked best:_____

What I'd change next year:_____

COUNTDOWN TO THE HOLIDAYS

Here is your action plan for December!! Stay on target and you will feel so good about your accomplishments! Use this acronym to keep yourself on track! Then...plan to have a happy holiday season!!!

Call your customers! It is wise to do a sweep through every customer the first week of December to be sure they have enough of everything to get through the holidays. Check on their gift needs and be sure to tell them that you have wrapped gifts and stocking stuffers for their last minute emergencies! Ask...do you have everything you need to look gorgeous during the holidays?

Order your products from BeautiControl as early as possible, anything you need for your own gifts or for your customers and their gifts! Sometimes during this time of year we experience back orders and shipping delays! Don't delay! Remember that BeautiControl will be closed a couple days of Christmas week. If you still need things for Christmas at this point, do it early in the month!

Use your time wisely! Remember, it is Christmas week...not Christmas month! If you take off the entire month, you will regret it in January! Book appointments now for January with people who want to wait until "after Christmas". Begin the New Year with a full date book. BeautiControl always does some awesome booking incentives in January too!

Notice the needs of people you come in contact with...December can be a great recruiting month! When someone tells you they want to wait "until after the first of the year" then say..."great! Then ask them..."do you want the extra tax deduction in 2007 or 2008?" Whichever they decide to do, get the paperwork all signed and ready to go!

Treat those on your gift list to a BeautiControl gift! It is not only welcome. It is smart money management! Product gifts are deductible and it increases the variety of products your recipient is sold on...this can mean additional orders for you over the next months!

Determine where you are in meeting your goals for this holiday season and don't be afraid to "think outside the box" and do something different.

Organize for maximum effectiveness! This is the time of year that we usually have to wait in lines...at the post office, grocery stores, shopping, etc. Make up a "Show, Smell & Sell" basket...use it to book someone you are in line with! Also, bunch all of your errands so they are done at one time!

Wherever you go, carry stocking stuffers with you! Make them quick and easy! You can get cello bags at the Dollar Tree, Dollar Store, Michaels, Big Lots, etc. (for more resources on where to order online go to www.BCSpaResources.com). Just tie up small items inside, add a little shred and a ribbon and sell for the retail cost plus enough for the bag and shred and ribbon! Carry a bunch with you!

Notify me or your recruiter of what is going on with you and if you have any questions, need advice or assistance!

Special Gift Ideas

Twelve Days Of Christmas from \$ 60 to \$250

Twelve hand-selected gifts individually wrapped and either arranged in a beautiful basket, or placed on an artificial wreath or in a tower of boxes beautifully wrapped. Surprise your significant other, your office assistant/secretary, daughter, mother or any special person in your life – they will receive one present per day for twelve days before Christmas. Each gift comes with an individual gift card. Customize this gift with your own surprise gift(s) (i.e. jewelry, book, tickets to a movie, concert, play or sporting event, etc.).

Sensational Gift Packaging Ideas

Determine prices of your gift packages based on the price of product and your materials. Don't forget to add a gift certificate! Baskets can be surrounded with shrink-wrap, tulle, clear or decorated cellophane with bow added. Use packing peanuts to fill bottom of containers to raise products then add layer of colored shreds. **Package in mugs when possible!**

"HOT TODDY"

Package packet of instant Hot Cider mix, Hot Toddy Lipstick.

"COFFEE & CREME"

Package packet of instant gourmet coffee, Hand Crème.

"COOKIES & CREME"

Individually wrapped Oreo Cookies or any other special cookie and hand creme.

"Herbal Serenity"

Several different herb tea bags with Herbal Serenity Body Creme.

"A Whole Latte Love" or "Thanks ~A~ Latte" Latte Mug filled with gourmet coffee, chocolates and 'Hand crème'.

"Office Survival Kit" Extreme Repair Hand Therapy (1 oz. Size), Fine Metal Nail File, 5 Band-Aids, Travel Size Package of Tylenol, Safety Pin, gourmet coffee or tea, individually wrapped hard candies, Tic-Tacs or mints.

SERENITY THEME basket. Pretty basket with iridescent shred, Orange Body Puff, Herbal Serenity products, a mug and box of Herb Tea in different flavors & hard candy sticks or honey stirrers.

For Teen: "Bearly There Look"Small Teddy Bear. Attach Lip Gloss & Mascara with a rubber band around the bear's neck. Tie a bow around the neck to hide the rubber band.

For Gardener: **"Harvest Hands"**...Terra Cotta Pot, Gardening Spade & Regeneration Extreme Repair Hand crème or Hand and Nail Therapy Cream.

"A Shower for your Garden" ...Terra Cotta Pot, Gardening Gloves. Place Sugar Body Wash in one Glove and Sugar Body Lotion in the other. Fill in with green shred.

"Bear Essentials" Soft Bear, Herbal Serenity Bath Gelee, Scrub and Cream, soft wash cloth. Place washcloth on bear's tummy, place products side-by-side on top of wash. Hold in place with wide rubber band or elastic. Cover band with ribbon and bow in front.

"Lip Savers" Lip Apeel & package of lifesavers candies in a cute small container.

"Peeper Keeper" Lash & Lid Bath & Eye-X-Cel or Regeneration Gold Eye Repair. Place in Small Basket or Glass container with iridescent shred.

"The Eye's Have It!" Regeneration Time To Go Eye Capsules, Eye-X-Cell or Regeneration Eye Creme, Yellow Color Perfector (for under eye circles) New Lash primer False Identity & Black thickening Mascara.

"Bathing Spa Beauty" Spa Bath Minerals, Body Wash, Body Lotion, Nourishing Eye Pads, Green or White Sponge or Wash Cloth rolled up and tied with pretty green ribbon in Drawstring Bag, Skin Care Set Bag or Basket.

"Merry Kissmas" Secret AGent Lip primer, Lip Color & Lip Pencil.

"Take it Like a Man" Menswear cologne.

"SOUPER Bowl" Soup Mug or Bowl with instant soup mix & Men's Wear Shower Gel.

"Kitchen Queen" Basket or ceramic crock filled with wooden spoon set, Oven Mitt, Recipe Cards, other kitchen or cooking items you can think of and one of our hand crèmes.

Other Ideas

Feliz Navidad \$45.00 to \$61.00

Love margaritas? Then this is the set for you. Includes the Margarita Salty Foot Scrub (\$16), Frozen Foot Crème (\$16) and Tangy Lip Balm (\$12). Include the Margarita Body Lotion (\$16) to complete the collection.

All Yule Need ~ At Home Spa \$85.00

This lovely collection includes everything you need to spa yourself at home... Warming Trend Green Tea Masque (\$22.50), Nourishing Cucumber Linen Eye Pads (\$20.00), Herbal Serenity Foot Crème (\$11.00), Lip Apeel (\$19), Detoxifying Bath Soak or Therapeutic Bath Minerals (\$20), Bath Pillow, Candle, Relaxation CD and Bath Puff (all from Dollar Store), Spa Socks (from www.Sockmills.com).

HOLDING A SUCCESSFUL HOLIDAY OPEN HOUSE



In the past, I have always found it best to hold my open house the first weekend of December, Thursday through Saturday. I believe that keeping the same date year after year will help by building your customers' expectation of the event.

Open house hours are from 10am to 9pm each day. That way even working women can make it on Thursday. Make sure you have ProPay set up so that you can take checks, cash, MasterCard, Visa, American Express or Discover for payment.

Make Thursday your "special every hour" day. Each hour of the open house a different product is featured. For instance, Sugar Spa Talc Powder may be on special for half price from 10 to 11am. From 11am to noon, I may offer a Herbal Serenity Foot Crème or mini-spa kit with any purchase over a particular amount. Some customers will come in the morning to shop, go eat lunch, and then return in the afternoon so they don't miss any of the specials!

To make sure your customers know what products you are featuring, within 7 to 10 after you send out your original postcard/invitation, send a follow-up e-mail or mail a flyer that contains your list of products and items offered. There are some great holiday spa open house invitations at spainvitations.com. Also point out that you must attend the open house to receive these specials — phone orders aren't eligible.

You can either keep it very simple or you can set up your home like a department store for the open house, grouping products in different rooms of her home.

Kitchen — Set up refreshments, usually festive cookies and cider, in the kitchen. Customers can come through the kitchen and fill their plates before moving on. Also include a registration table in the kitchen so guests can sign up for door prizes. Get a really fun holiday bell that you can ring once an hour and draws a guest's name. The guest can then choose a prize from a gift basket full of samplers and other small items. I like to use the 3-part Client Order Form & Spa Survey forms for the registration forms.

Dining Room — As customers enter the dining room, they pick up a paper shopping bag that has been provided. Basic skin care products are arranged on one end of the dining table. Skin supplements are set up on a smaller table in the room. “I often have the more expensive repair and prevention products — available for a special price when a customer buys a minimum amount of product. It’s a great way for them to get started on a new product and they always want more — at the full price!”

Living Room — Set up a spa products display, on coffee tables, TV trays, or other surfaces. Display them with seasonal flourishes, such as pinecones, holly, etc. Have an extra-special display for the holiday limited-edition glamour collection and Bistro collection. Also...do a separate fragrances table.

Make Your Own Basket — To save on preparation time, don’t make up a bunch of gift baskets before the open house...only make up a few and take orders. Definitely make up a 12 Days of Christmas!!! How about offering a “make your own basket” area? Set this area up so customers can choose an empty basket and the products they want included. A Consultant is standing by to decorate the basket, or the customer can take the basket home and decorate it herself. If you are going to do this, I recommend having at least four consultants to help, two experienced Consultants and two new Consultants. The experienced Consultants understand how to work with customers and the new Consultants can learn! I don’t make money from baskets. The payoff is that when a customer sees how beautiful a gift basket of products can be they always come back for more for other occasions!

Book Spas — Spend time visiting with your customers, explaining products, and most important, booking! Keep your date book nearby so when a customer comes to you wanting a spa, you can easily set an appointment. I also have a lot of regular customers who bring friends, so I ask them to register also. For coming, I give a special gift to the customer and to her friend for coming.

I believe that open houses are perfect for giving a new Consultant’s business an early boost and I advise you to try having a “hostess an hour” to guarantee a full house. I suggest asking five hostesses to bring three people during set times of the day and gives the hostess her choice of hostess credit or her buying what she wants at a special price. I had one hostess bring 11 people, and I had more than \$2000 in sales in that one hour! The hostess chose credit.

Don’t forget recruiting at your open house. When they see the beautiful products and the excitement my Consultants and I have for our careers, it’s easy to talk to people about this business and invite them to my unit meeting.

After your open houses are completed, you want to sit down to call customers who weren’t able to attend. You can oftentimes sell an additional \$1000 to \$2000 over the phone simply by following up. It’s almost like an additional open house! Your attendance will grow every year, mostly through your customers spreading the word.

More Hints For Holding a Successful Holiday Open House

It is that time of the year: we are looking for unique ways to market our product and the career opportunity. Some of you have already held your Open Houses, but I want to throw these thoughts out to you for future sales events such as these.

When you plan your Open House, I feel it is critical to define your goal(s) ahead of time. Why are you holding a Holiday Open House?

- ★ To have retail sales...
- ★ To touch base with your customers...
- ★ To meet new prospective customers...
- ★ To show team members and potential team members a way to market their spa businesses...
- ★ To recruit...
- ★ To get your name into your community...
- ★ To get your house ready for the holidays...
- ★ To entertain your friends...
- ★ To enjoy the crafty parts including baking and basket making...
- ★ To good customers into GREAT customers by sharing the other lines of our products...
- ★ To market to husbands of your customers, etc...

None of these goals is any better than the next. You choose what is in your heart! Once you have defined your goal, you can spend time preparing accordingly.

Let me use myself as an example: I hold Open Houses, each year, to get my name in to the community (over and over) so folks will think of me and my spa business in one thought, and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so.

If I was not focusing on these goals, I might not distribute so many invites or offer those targeted incentives. When the Open House is over, I can assess whether I met my prime goal or not. If sales are low, but that was not my goal, I won't feel frustrated!

Here are more Open House dos and don'ts...

- ★ DO have a nice, professionally printed holiday open house invitation. Check you're your director for resources where you might be able to find those. And a follow-up call is also an excellent way to insure great guest attendance.
- ★ DON'T spend a lot of time on decorating your house or on food. Go to Costco! Spend your time calling to remind guests of the date and time.

- ★ DO follow-up with everyone you invite. A great way to make sure that people come is to schedule them at a specific time so that they have "personal service." I've found that having your open house for limited hours on Thursday, Friday, and Saturday also works great!
- ★ DO offer free gift-wrapping. It really doesn't cost much, and the "mileage" you get from it goes a LONG way! For resources on low-cost gift wrap, you can find it at www.bcsparesources.com.
- ★ DO have them pay at least 1/2 plus the tax so that you will have the money for the order, especially if you don't have product on hand already. Some may want to pay the whole thing. If she orders a lot, you might want to offer to break it up into 3 or 4 payments.
- ★ You DO NOT have to spend a lot on gift baskets if you put anything in a basket. You can find GREAT baskets at yard sales or Goodwill (don't pay more than \$.75 each because you can get them CHEAP at yard sales), and then go to Wal-Mart and get the cheap gold, silver, and/or white paint to paint them. Put a teenager or boyfriend/husband in charge of this task! You'll be surprised at how new a basket can look with a fresh coat of paint. The dollar store also has baskets that once they are spray painted don't look like \$1 baskets.
- ★ Here is one last thought regarding baskets...try not to make up too many baskets with holiday related items IN the basket. Instead, attach a pretty red and green bow with a poinsettia on the outside at the top of the basket with a piece of wire or pipe cleaner. This way, if you don't sell the basket at the holidays, you can simply take the bow off and put – for instance – a Valentine's Day bow or Mother's Day bow on it.

Other Holiday Selling Ideas

The Christmas season is so very close and it offers you unique opportunities to service your customers and earn extra profits.

Besides learning about skin care and relaxation at your regular spas, your customers can also enjoy the convenience and fun of gift shows or open houses to select Christmas gifts for themselves, their families and friends.

This is one great idea I have heard for getting the word out about the new Holiday line!! If you are new or if you have never had an Open house, this is the way to go!

Here is what you do:

- ★ Order one of each holiday items and glamour sets.
- ★ Call all your customers and say: "I am having a holiday sneak preview on ____ (date) from ____ (time) (1 hour is enough) and I need your help! If you will just come and give me your opinion of our new Holiday products you can choose any one holiday set/product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help.
- ★ Offer each customer a small gift (perhaps several samples wrapped in tissue and curly ribbon or an item you purchased on "close out") for bringing a guest with her - over 18.
- ★ When your clients arrive, give them a Holiday Wish List (one is attached). This is a piece of paper where they can tell you what they would like to have themselves for Christmas.... you then call the husband (or whoever would be buying the gift) and play Santa for him.
- ★ Have your Sugar Cookie Show of Hands out for them to try, as well as Lip Apeel and a few testers from the various spa lines. Here is a fun treat – give them some White Sugar Spa Body Scrub and place a tiny drop of the Detoxifying Bath Soak in the middle of it. Mix it together with your fingers and have your customers scrub it on their elbows. It's a Peppermint Scrub!
- ★ Have all holiday items displayed with tags next to them with their name and price. Have a tester available of each fragrance and at least one product from each of the spa lines. (Put a sticker on them that says "Tester")

Have regular line items out too...especially lip glosses, mascara, small and large hand crèmes, lip balms, and makeup...anything that will make great stocking stuffers.

Take holiday orders. Have each customer fill out a sales ticket when they arrive so you are ready to take their order.

Wear a Holiday Apron and have a pen and calculator in your pocket at all times so you are not searching for one when you need it!

Place an order with BeautiControl for what you need to fill the orders!

Have fun, do it with enthusiasm and child-like optimism and remember to make your guests feel special and loved! You will help them have a wonderful holiday and you will have a successful holiday sales season!

You're Invited To A Holiday Open House

There are only six weeks until Christmas, and you don't know what to do.
Don't fret or worry because I am here to help you!

Don't worry about the holiday rush and the crowds in the store.
Come relax and shop with me 'cause I can provide more!

Avoid the hustle and bustle and the pain in your feet.
When you shop at my spa open house, you can shop from your seat.

So make your reservation and bring along a friend.
You'll get a gift, which will pay off in the end.

I have gifts for the body, hands, feet, face and men!
Fragrances and makeup — the choices never end.

My gifts start at \$6.50; there's so much to choose.
And I'll wrap, bag or basket it, so you cannot lose.

So bring along your shopping list and your cash, check, or credit card.
Come snack on some goodies...who said holiday shopping was hard?



Give Me a Jingle

It's a month before Christmas and my calendar is getting full,
Of holiday spas and relaxation for all.

I previewed my client list and checked it twice,
And said, "Why don't I offer them something real nice?"

When out in my spa office arose such a clatter,
I opened the door and said, "What's the matter?"

The body scrubs, the lotions, the Show of Hands, too,
All were heard saying, "We'll fit into a stocking just for you."

I have what you need for special people in your life –
Kids, parents, friends, husband or wife.

So check your list now for what you will need,
'Cause I'll gift-wrap and deliver, so your time will be free.

With your list in your hand and the phone on your ear,
Just dial my number and my voice you'll hear.

So don't wait, drop a note, or give a jingle,
And let me be your very own Kris Kringle!



HOLIDAY TEAM BUILDING

Why You Should Start Your Spa Business In October, November, or December

- 1) You get to take the Tax Benefits at the end of the year without doing much to earn them. (It's like having a baby in December!)
- 2) You will be able to take advantage of wholesale prices on ALL of your holiday presents for your friends & family.
- 3) A new printer, digital camera, telephone, cell &/or computer are just a few of the tax deductible 'presents' you might buy yourself in December!
- 4) Are your relatives visiting you over the holidays? Practice your spa on them & maybe even make some extra \$\$\$!
- 5) Are your friends & acquaintances going to holiday parties? Help them with a new holiday look!
- 6) Are you going to travel to see friends & family over the Holidays? Take your Spa Kit with you & practice on them & write off a portion of your trip!
- 7) Make immediate sales by letting your friends & family know that your spa business is open for holiday gift sales, last minute stocking stuffers, gift baskets with free gift wrapping.
- 8) Attend your BeautiU training so you are ready to take advantage of the New Year, when women are ready for a new look for the New Year! They also may have gift money to spend! Everyone is looking for a 'post holiday' fun thing to do. January is one of our best sales months. If you wait until then to start, you will only delay your success.
- 9) Over the holidays, you will see lots of people that you wouldn't see very often otherwise. What a wonderful time to be able to tell them about your new spa career & arrange a booking.
- 10) Since we have no territories in BeautiControl, when you are making all of your holiday telephone calls to friends, keep good records...because you can tell them all about your new spa business & write off the calls.

**Most Importantly, Be Ready To Start Your New Year With A Bang,
Because You Have Already Been Trained & You Have A Wonderful
New Opportunity To Look Forward To In The New Year!!!**