

How to have a \$1000 Day

Thanks to Directors in the Crayk and Nagle Areas for all these tips from years of experience.

 Created by MKVirtualOffice.com

Set A Goal! - Have A Positive Attitude!
Expect Great Things & Great Things Will Happen!

Your first \$1,000 day may be less than \$1,000.
You can start with even 50 clients or people you know.

With consistency every year, your results will grow to
\$1,000, \$2,000 or even \$5,000+ with a larger
customer base.

Prepare:

- Pick a date at least 10 days out (longer if you need to order Look Books):
 - Many are held in the spring but you can do it anytime to:
 - To finish your Star or Court of Sales.
 - To earn money for an inventory or to build a larger inventory.
 - To clear out older products so you can replace with new.
 - To beat your personal best month or bring in extra CASH.
 - JUST because you want to have a \$1,000 day to say "I did it!"
 - History has shown the BEST days are Tuesday, Wednesday or Thursday (if you don't personally work another daytime job).
- Choose a time for it to start and end. Best time to end is 6pm. Then you can follow up with everyone who did not call you. (Mon 6pm – Tues 6pm OR Tuesday 8am – 6pm)
- Only do this 1-2 times a year MAX. Great done annually.
- Make sure you have a Mary Kay website.
- Make a list of at least 50 people with addresses.
 - Include all clients who have ordered in past year.
 - If you don't have at least 50 customers, make a list of 50 people. Include friends, co-workers, previous co-workers, family, neighbors, moms of your kids' friends, teachers, etc. You don't have to stop with 50. They don't have to be local to you.
- Keep a master list so you can check their names off and follow up with those that do not call you.
- Order Look Books for everyone on your list plus a few extras for those who come to mind.
- Purchase larger envelopes (minimum size to fit the Look Book is 7 ½ x 9 ½). Larger envelopes get noticed better.

Checklist:

10 DAYS AHEAD:

- Make a decision on discounts you want to offer & gifts with purchase (Do not offer more than 25-30% off because you have costs & want to make a profit)
- Remember many will start with products they haven't tried
- Encourage them to order on your website with a credit card – but they must register so you can give them the discount (no guest checkout). Turn off direct ship for your zip code if you want to deliver and upsell.
- Print your letter – on bright LIGHT WEIGHT paper. Fold it in half and insert one half into catalog with top of letter showing outside the catalog.
- Address envelopes – make sure to include your return address.
- Check postage with the post office. A Forever stamp is NOT enough.
- Mail about 7-8 days before date. (You want it to arrive 2-3 days before your sale NOT MORE – keep in mind no mail on Sunday. Mail out of state ones 8-10 days before.)

1 WEEK BEFORE SALE:

- Prepare & send everyone an email (use same letter - just delete part about "enclosed catalog" and add reference to website)
- Create a private event on Facebook – use same letter as email – You can invite people by email if they aren't your Facebook friends. Only make the Facebook event available to your customers, friends, family. Practice the Golden Rule. If someone places an order, double check that they do not have a consultant. If they do, refer them back to their own consultant.

4 DAYS BEFORE SALE:

- Send a text in the morning using a mass texting service like Callfire.com (keep it short). "Save the date! Annual Client Appreciation sale Wed, 5.16.2014. 25% off starts at 8 am! Details mailed last week! NAME PHONE NUMBER"

2 DAYS BEFORE SALE:

- Text (in the morning) using Callfire or similar: "Hey time for annual sale again! 25% starts at 8 a.m. Wednesday! Want more details? -Give me a call or send me a text. NAME PHONE NUMBER"

DAY BEFORE SALE:

- Send a last email in the morning: "Hey here it is! (show letter in body of email) Its tomorrow! Just a reminder for all of you!"
- About 1pm, use a voice mail system to send messages by voice – like CallFire by voice. Record in an enthusiastic voice: "This is NAME. It's time to save on all your great skin care and Mary Kay products that you love and even try something new! Sale tomorrow, 25% off beginning 8am. Call or text me if you need more info. PHONE."

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Day Of Sale:

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

- Have sales tickets handy
- Have a master list ready so you can check people off as they call/order online.
- Have computer up and running to watch for online orders, make sure phone is charged (or charger nearby).
- Deliver as soon as possible, but tell them to allow up to a week for delivery unless they come pick it up.
- At end of your sale, start calling everyone who has not called you. If you do not make these calls, your sales will be SIGNIFICANTLY less. Leave a message if they don't answer. Give a "2nd chance" discount (extend the lowest discount you offered until next day).
- Use delivery or pick up time to upsell and book. Have a basket of popular items and/or seasonal items for them to see when you deliver or they pick up. Offer same discount on the items in basket as their original purchase. Use delivery time to book appointment with them if they have not had recent facial. You can turn it into a class.
- Work full-circle. Include some marketing literature in their delivery. Offer a free lip gloss for customers who listen to your marketing and/or attend an event.
- Get a Helper for filling orders & delivering if you have over 100 clients
- Take notes on what worked/didn't & save for next year.

For future years, a successful \$1,000 day starts today WITH consistent appointments and GREAT CUSTOMER SERVICE starting at your Skin care Party!

- Create and build a relationship with your customers.
- Offer gift with purchase and prompt delivery service or set day to pick up orders.
- Always enroll your customers in the Preferred Customer Program.
- Follow up with clients on their products a week or so after every order.
- Offer service monthly in a variety of ways - email, phone, private Facebook group, etc. Get to know them personally.
- Review your client base in the month or two before your \$1,000 day to re-connect & get updated info. Ask for bookings at the same time!