

HOLIDAY SALES WORKSHOP: CORPORATE SALES

1. WHO TO APPROACH

Focus on businesses YOU do business with:

- dentist
- eye doctor
- primary care physician
- child's pediatrician
- child's orthodontist
- attorney
- financial planner
- accountant
- hairstylist
- dry cleaner

Focus on businesses with lots of women on staff:

- legal offices
- medical offices
- dental offices
- preschools
- restaurants

2. WHEN TO APPROACH

Right now! Businesses start thinking about holiday gifts WAY in advance.

3. HOW TO APPROACH

In person is the best... so you make a sharp impression in professional attire.

You'll need business cards and your date book.

You're going to set an appointment with the person who does holiday gift buying.

- find out who that is
- get their business card and meet them in person if at all possible
- schedule the appointment OR a time to come back to meet them
(even if that means coming back to meet them and THEN setting appt.)

4. WHAT TO TAKE TO THE APPOINTMENT ONCE SCHEDULED

Samples of your gifts

- an example of a gift basket
- an example of a 12-Days of Christmas set
- examples of a \$25 gift, \$40 gift, \$75 gift, \$100 gift
- the Look Book (holiday gift guide!)
- date book
- sales tickets

5. WHAT TO EXPECT (OVERCOMING OBJECTIONS)

“We always give the same thing every year...”

Response: “May I ask, is that because it’s simple? I find many businesses are open to a new idea, if it’s as easy or easier than what they do already.”

“We already did our holiday gift buying...”

Response: “May I ask, what time of year do you make that decision? I’d love to make a note in my date book about when to check with you next year.”

“We give our employees cash bonuses instead of gifts...”

Response: “Ah! The gift that always fits! (Smile) What if I offer you FREE gift certificates you can put with that cash bonus... good for a free pampering session at my studio? It won’t cost you a thing, and will enhance what you’re already doing.”

“We can’t afford any holiday gifts. Our budget is tight or non-existent.”

Response: “Then I’m REALLY going to make you happy. What if I offer you FREE gift certificates you can put with that cash bonus... good for a free pampering session at my studio? It won’t cost you a thing, and will make you look like a million bucks and make your employees feel valued and appreciated.”

JUST THINK...

1 office that buys 4 gifts at \$25=\$100
1 office that buys 8 gifts at \$25=\$200
1 office that buys 4 gifts at \$40=\$160
1 office that buys 8 gifts at \$40=\$320
1 office that buys 2 gifts at \$75=\$150
1 office that buys 1 gift at \$100=\$100

That’s \$1,030 in sales and \$515 profit!

PLUS... that’s 27 gift RECIPIENTS!

Those will be your January hostess candidates

If 1 in 5 say “yes” to hosting a class... that’s 5 classes

5 hostesses with 5 guests each at their party=30 faces... that’s your January Power Start!

If you interview 1/3 of them (10) and sign 1 in 5 (2) you can be at least a Sr. Consultant!

REMEMBER... you’ll probably have to visit 30 offices to get 6 to buy from you.

(That’s 1 in 5.)

So plan a day where you can call on offices. You can easily call on 30 in a day.

You are going to meet the buyer and set an appointment.

But one final tip... have all you need WITH you in case you score an on-the-spot appointment. Don’t be afraid to ask for it! Say, “I’d love to schedule a time we can get together for just 10-15 minutes. Or might you have that time right now?”