

And here are my two cents to add! I think you have the best attendance at an open house by promoting it year round! Talking about it being YOUR event of the year. I do agree, they develop over time. The biggest mistake we all make is sending out a cute invitation, and making a ton of gift items, baking, and then expecting a crowd. This is what has helped my attendance:

1. The save the date postcard – starting mid September, in all customer bags....They bring that card with them, to be in a drawing.
2. I don't do an overall discount at open house. Rather, I give one half price item for an on time RSVP, and then have a few 'specials'satin lips, satin hands, etc.
3. The day before I start, I try to be completely finished, and then I get on the phone! I call everyone, leaving lots of messages, give them an extension on the RSVP for the day. The years I have done my follow up phone calls, are the years I had the best attendance!
4. Keep it simple. A few gift ideas, some holiday snacks, a 'sample' station of all products, complete with a mirror and disposable cloths/applicators.

Then I have my biggest sales after open house. I call those who could not make it and schedule them to come to my house, where I keep one table up with ideas, or a time I can meet with them!~

Ok – that's about 5 cents worth....(and the coffee and creams, and the gas-gloves, recess relief's (hand cream and stretch gloves) are always my best sellers!

If you are still with me...read on!

Roxy Coursey

Consultants since it is many of your alls first Christmas it is important to note that **most Christmas sales happen 'on-the-go'**....so far this morning I have heard about 2 open houses with no or little attendance. That is certainly disappointing but don't be discouraged it is not surprising. I went for 2 years before anyone came to mine.

Open houses develop over time. It seems the ones that have the highest attendance offer a '3 or 5 % cash back' from a customer's yearly purchases and they can only use their 'cash back' credit at your open house. That will drive attendance.

Let's instead focus on carrying Christmas with you. Check with your director and/or adopted director with some of her most poplar Christmas ideas. Most successful seasoned consultants do 'stop-bys' at their customers work place or before and after work with a small Christmas Show or a 'trunk show', literally with a show display in their car trunk.

Linda Toupin

Below are some great ideas you can put into place this week.

I'm getting prepared (a little each day) for my Open House next weekend. Last night, while watching TV, I made lots of bows. Tonight, I put together 20 Coffee and Cream sets. I plan on doing a few gift sets every day, so I'm not too crazy next week. You know the old "you can eat an elephant one bite at a time" theory.

Coffee and Creams are my best selling sets each year. It's pretty easy to sell 100 or more just by making up several, carrying them with you everywhere you go, and taking orders. I do sell on the spot, but when someone wants a large quantity, I take orders, collect the money and set-up a delivery time. I also have one setting on the desk of my hairdresser and she's already sold 10 of them since yesterday! At our meeting on Monday I suggested that we all start scheduling our Dr appointments in Oct/Nov and carry gift sets with us. Last year, I sold 20 coffee and creams during my dentist visit! 😊

Coffee and Cream sets are hand cream, coffee sampler (I'm using Nescafe Taster's Choice Hazelnut – comes in a box of 20), candy, gift tag and business card in a cute holiday mug. I sell them for \$12 to cover my "extra's". It's the perfect price point for those people looking for gifts for teachers, neighbors, hostesses, co-workers, etc. Everybody loves them and I have fun making and selling them!

Theresa Gregory

Here are pics of some of the ones I just made:



