

# Would you LOVE to sell \$1000 or more in ONE DAY??



Then be part of our unit-wide \$1000 DAY!

**HOW DO I DO THAT, YOU ASK? Here's your strategy:**



**1. Choose your day during next week's Sell-a-Thon to participate.** It's best if you choose a day you already have a class scheduled to boost your sales. I do NOT suggest a weekend day, people will be too busy going to ball games, shopping, sleeping in, blah blah blah...Your results will be poor.



**2. Print the attached letter and send it to every female customer, family member, and friend.** Also send a mass email to everyone you have an email address for, and include a link to your personal website. You'll need to send a Look Book if you did not enroll your customers in the Preferred Customer Program. (What? You don't have a personal website?? Go to [www.marykayintouch.com](http://www.marykayintouch.com) and look under Business Tools to sign up) You can still do your \$1000 Day next week, just hurry and get moving on getting the mail out!!



**3. Two days before your chosen date, follow up the mailing with a phone call to each customer - yes, I mean each! You want to sell \$1000 in a day, right?? Be willing to do the work! Ask if they received the mailer and remind them of the day and the goal.**



**4. On the day you've selected as your \$1000 Day, be ready with sales slips, calculator and pen. Fill orders all day, in the order they come in. Have them ready to deliver or mail the next day whenever possible. Call your best customers and family members, and send another mass email to remind everyone and ask what you can get for them to help toward your goal.**

### **WANT SOME BIG-GIRL TIPS TO MAKE YOUR \$1000 DAY OVER-THE-TOP??**

- **Have several web-shows going that day. Find 4-5 women you know that have a large email distribution list. Ask each to forward your email to their entire list (just the women). Your email should direct them to your personal website and include the details of your goal. You can cut and paste the contents of the attached letter into your email. Give them a 2-3 day window to shop from your website and offer the hostess \$30 of FREE product for every \$200 in sales you get. Make sure she forwards you her email distribution list so you have their email addresses for later follow-up.**
- **Have outside hostesses working for you that day too. Give 2-3 women you know work around lots of other women an Outside Hostess packet. Include several Look Books, sales slips, and a note that tells them about your goal (be concise, they won't want to read much). Also include your tax rate and let them know you accept credit cards. Offer the mini Satin Hands gift with**

**purchase for all orders over \$40. Coach the hostess to make sure each person that orders completes the name/address/phone/email section of the sales slip so you can follow up later.**

- **This is the perfect time to call all your customers that you enrolled in the Preferred Customer Program! They've just gotten your Look Book and need your reminder to see what they need! Use that phone call to tell them about your challenge. They WILL want to help!!**
- **If you don't already have a booking for one day next week, GET ON THE PHONE RIGHT THIS MINUTE and book one!!! I am so NOT KIDDING - they will want to help you reach your goal! It's all in how you communicate it!!**

**THIS IS**

**EMAIL ME IF YOU ARE PLANNING TO PARTICIPATE IN THIS...my goal is to have 20 of us working on our own \$1,000 Days!**

**I'm so excited about our big finish!!**

**Krista** 