



ARBONNE INDEPENDENT CONSULTANT

HOW TO INCORPORATE HOLIDAY PRODUCT SALES INTO YOUR EXISTING BUSINESS ROUTINE

The most important thing to remember in 4th quarter: The holiday line is an ADDITION to your regular business!!! You MUST keep doing “business as usual” to continue building your pipeline of clients and prospects to sustain your business long term. Holiday sales are SUPER but often are a one-time purchase.

SEPTEMBER

- ☐ **Order holiday products** to use, gift, show, sample and sell.
- ☐ **Order holiday catalogs.**
- ☐ **Continue to follow the system** – 2 parties a week that feature our regular product lines; and highlight the holiday products as the favorites part of the presentation.
- ☐ **Mail a catalog** to everyone, including current customers and those that bought holiday last year. Include a “Wish List” (you can also offer an early bird special or gift certificate).
- ☐ **Schedule holiday showcases** at your home (at least one per month).
- ☐ **Pass out Wish List form** at parties. Verbiage: “If there are things you would like but can’t get tonight, put them on this form and I will help you get them as a gift.”
- ☐ **Give holiday products** as your hostess gifts, envelope game upgrade gifts, prizes and even start giving as birthday gifts!
- ☐ **Add to Client Profile Sheet:** Interested in corporate gifts, office/staff gifts, or holiday baskets?
- ☐ **Find fundraising opportunities** with holiday products at school/church/family/nonprofit, etc.
- ☐ **Register now for bazaars**, trade shows, holiday fairs. (Order plenty of products that people can purchase and take/wrapped ready to go that day.)
- ☐ **Shop sales** for gift bags, baskets, ribbon, paper for letters/flyers.

TIP: Market the line in Sept as a **New Fall Line and have a Girls-Night-Out Sip and Shop.

OCTOBER

- ☐ **Businesses: Send all business owners a letter** offering to help with employee holiday gifts.
- ☐ **Create gift basket flyer** highlighting different options you offer, including custom gift baskets.
- ☐ **Make gift basket samples** – carry them in your car and to your office so you can SHOW EVERYONE.
- ☐ Men: **Send all men you know a “basket flyer”** and offer to be their personal shopper. (Offer a basket or a gift certificate, or “12 Days of Christmas.”)
- ☐ **Call everyone you mailed a catalog to** in Sept. and discuss their holiday needs. Schedule a party or one/one with them.
- ☐ **Offer a Halloween Special** to your existing customers.

NOVEMBER

- ☐ **Follow up** with all men and businesses you contacted in October.
- ☐ **Put baskets on display** in business where lots of traffic. Leave as a model with your flyer.
- ☐ Order Arbonne holiday products for all of your **personal holiday gift giving**.
- ☐ **Offer a Thanksgiving Weekend Special** to all your existing customers.

DECEMBER

- ☐ **Last minute shopping open house:** wrapped gifts ready to take (cash & carry items)!
- ☐ **Schedule follow up one/ones** with any clients/businesses/men you contacted in earlier months but haven’t met with yet.

(Ask your RVP or NVP for sample forms, basket ideas, letters referenced in this idea sheet)