

Friends & Family Sale

25% Discount on Everything!

All items must be picked up by (you pick the date).

You may call me with your special sale items now so I can be sure to have them in stock by (date). You may add on to your order of sale items until (date). Please remember...ALL ITEMS MUST BE PICKED UP BY (date).

This deep discount does not allow me to mail or deliver your order. If you cannot pick up your order on the (date), I will mail or deliver it, but I must also reduce the discount to 15%.

A Mary Kay consultant's daughter (Robin) manages a Restoration Hardware upscale hardware store in Walnut Creek, California. Last October Restoration Hardware ran a company-wide 25% off "Friends & Family" Sale on everything in the store not already on sale.

Robin had her staff call every one of their customers the week before (they needed the entire week to make all the calls), to tell them about the sale and take presale orders before the sale date.

The customers were required to pick up their ordered items. They had to come to the store and pick up the order...no deliveries and no rain checks!

Robin's store had \$98,000 booked before the sale date, and their final total was \$136,000. It was the highest one day total for one store in the company's history.

The other store managers also contacted their customers, and the total for the entire company was \$15,000,000 in one day nationwide. This is in contrast to their normal one day total of \$3,000,000 to \$4,000,000.

There are terrific advantages to this kind of sale:

- You will move all your products.*
- Customers will come to you and see all your other products and then always buy more.*
- You will make a profit.*

After the sale your datebook is open and you book a Trunk Show by saying, "I know there are more products you would like to have, and I can offer you a 50% discount if you hold a Trunk Show any day from (date to date -- about 6 weeks). Just have 6 to 10 people attend and receive 50% off your personal order.

Just think what a great jump start this will give to your year! Queen's Court? Bookings that enable you to build 100 new customers in just 90 days!

IT'S ENDLESS!!!

Run with this! Spend each day for the next two weeks talking to at least 10 customers and taking orders. Most of us do not have more than 100 customers, and you will be amazed by those that will order because of the 25% discount. And they will buy products that they have never tried before.

You will be excited with your successes and your customers will feel it and want to join in the excitement.

Now you have great recruiting opportunities as well and are working full circle!

Yes, your customers may bring friends that will also receive 25% off. And when they do bring friends, you gain a new customer and an opportunity for booking a Trunk Show. You meet all their friends and it's a WIN-WIN situation.