

## **\$1000 Day Guidelines & Scripts 2017**

Special acknowledgement to Mindee Hoffeins for the updated, professional letter, and extra contact ideas! Using her ideas significantly increased my results past couple of years thanks Mindee. Original idea of course is from Tammy and Julianne.

- Be a great copy cat (YES, you can try it without the Look Book, but my results in the past were **not** nearly as good! I've tried it EVERY way possible! VERY WORTH THE \$ to mail it.
- Set a Goal! SEE THE GOAL IN YOUR MIND!!
- HAVE A POSITIVE ATTITUDE! EXPECT GREAT THINGS & GREAT THINGS WILL HAPPEN!

**2013 results:** \$3692 by noon **Total of \$4047** mailed to 170 clients

**2014 results:** \$4717 by noon **Total of \$5055** mailed to 150 clients/50 ordered

**2015 results:** **Total of \$5022** mailed to about 150 clients again, 50 ordered

(above results were prior to Mindee's ideas to add text, email & voice contact – mailing was \$1.64 per packet)

**2016 results:** \$6000 By Noon **Total of \$6151** mailed to 175 clients, 44 ordered

(Most ordered several days prior to sale or before 10 a.m. remember my **first "day"** was \$400 sh)!

### **IT ALL STARTS WITH GREAT CUSTOMER SERVICE 2+2+2, and regular contact:**

- starts at your skin care party building rapport, keeping them happy, offer gift with purchases, quick delivery service, or set day to pick up orders
- Keep your clients happy! Service monthly in variety of ways, email, phone, etc. so you establish a great relationship – get to know them personally
- Use Shalena Crowtons Customer Service script
- Went through my whole client base a month before to re-connect & get updated info and ask for bookings at the same time!

## PICK YOUR PURPOSE AND THE DAY

Traditionally, I have held it in the spring but you can use anytime for:

- \$1000 day
- To finish your star
- Towards getting an inventory (if you have inventory good idea to stock the basics prior to sale)
- Added benefit: clears out the older products replacing with new
- **Works BEST holding it on a Tuesday, Wednesday or Thursday**
- Make sure you have a website - advantages

## GET READY APPX 10 DAYS AHEAD:

- Make a decision on your own discounts to offer & gifts
- Catalog, letter & envelopes ready
- Remember many will start w/products they haven't tried yet so a Look Book is great enticement
- I Love using the website and give additional 5% discount **for CC payment attached to order** allows funds to be available right away & MUCH easier than collecting payments when a large # of people ordering
- Mail catalog in a **larger** size envelope (8.5x11) so it gets their attention w/return address
- Fold letter – on bright color paper) in half & insert into catalog with top part on outside of catalog
- For my Neighborhood people I walked the envelopes around for my exercise
- Mail about 7-8 days ahead (out of state as soon as possible)

## 1 WEEK BEFORE SALE:

- Prepare & send email (use same letter & just delete part about “enclosed catalog) refer to website
- **Text:**  
[name] I appreciate you! Because I do, your client appreciation day mailer is on its way! Susi w/mk
- Event on your Business FB page only – use same letter as email – just deleting reference to enclosed catalog and substitute website info.

## 4 DAYS BEFORE SALE (or set up)

- **Text** (in the morning) using a mass texting service ([www.pinksuccess.net](http://www.pinksuccess.net))

Script: Hey [name] Client Appreciation Day is on Tuesday. To say thank you I wld love to give u up to 30 percent discount! If you have any questions pls let me know. Susi w/mk

- **Voice Message – through either service (Send in Afternoon)**
- I just paraphrase from the letter I sent something short but ENTHUSIASTIC

## **DAY BEFORE SALE: \*\*BE SURE TO CHANGE ON YOUR WEBSITE\*\*\***

Under Personal Website Manager: go to UPDATE, the ORDER FULFILLMENT and **double check, GIFT with Purchase, Purchase with Purchase, Shipping information, Discount**

**(I DON'T SHOW THE DISCOUNT THERE AS IT DEPENDS ON WHAT TIME OF DAY THEY CONTACT ME)**

**Beaut-E-news, Free Product Samples.**

**Next page IMPORTANT:**

- **Uncheck EZ ship for the sale so you can handle the discount and put CC through yourself.**
- **Uncheck Guest Check out as well**

***If you are using the above features, Be sure to turn it back on afterwards!***

### **COMMUNICATION:**

- **Morning:** Last email

[name] Its today! (show a copy of flier in body of email) Just a reminder for you!

- **1 PM**

PinkSuccess **Voice Message**

Script: similar to text that you record in an enthusiastic voice – maybe adding – time to save on all your great skin care that you love and even try something new!

### **NIGHT BEFORE SALE:**

- Text using [www.pinksuccess.net](http://www.pinksuccess.net) or similar service:

Script: Hi [name] Once again to say thanks for being so great! Up to 30% disc starts at 8 am Tomorrow! If you have questions, emailed info and flier will explain, or feel free to call. Susi

### **KEEP A POSITIVE ATTITUDE & BE PREPARED: (SEE YOUR GOAL IN YOUR MIND!)**

- Sales tickets
- Computer up and running
- Get a Helper for filling orders & delivering if you have over 100 clients
- Allow up to a week for delivery unless they come pick it up
- **Follow up** with EVERYONE on the list and leave a message or text the next day for a “Second Chance” Sale

## DAY OF SALE

### COMMUNICATION

- **TEXT early by 7 a.m.**
  - **[name] ITS time for me to say a Big Thank you! Client Appreciation Day today until 6 pm. Best discount this morning...Call, text, or use my website [marykay.com/sfelice](http://marykay.com/sfelice).**

**2<sup>nd</sup> Text on Sale day about the last hour of 2<sup>nd</sup> percentage: (Great Idea Camille D!)**

**Don't miss the extra special appreciation day today! I know life can be busy so if you can't order right away reply back: Hold and I'll hold your discount for you:)**