



Creating Phenomenal Biz Growth During The Holidays

Holiday Season is the Business Building Season #2

Sales

- Ask questions like...
 - o Who on your list uses...
 - o Who on your list enjoys...
 - o Who on your list has this challenge....
 - o Who on your list is hard to buy for?
 - o Who do you know who enjoys _____ hobby?
 - o Who do you know who enjoys _____ activity?
 - o Who on your list would rather do their own shopping and loves gift cards?
- Face to face
 - o Booths – Create a poll
 - o Meeting people in stores
 - o Events you host
- Follow up with current clients
 - o Current clients who already love your product are great people to give good customer service to and assist them in doing their Christmas shopping
 - o When you use text and messaging, only ask one “Who is on your list who...” question at a time.
- At parties
 - o Give them a blank list to fill out who they are buying gifts for
 - o Help them match products with needs of those on wish list
- Make it easy for them
 - o Make packages
 - o Gift certificates or gift cards
 - o Wrap or bag for them