



## Creating Phenomenal Biz Growth During The Holidays

### Holiday Season is the Business Building Season #3

#### Use your customer's wish list

- The importance of wish lists
- We create a wish list by asking questions
  - o Divide your products into categories
    - Ask questions that reveal needs in each area
  - o Party
    - Face to face – create a sheet for them to write on
    - Facebook – pay attention and take notes
  - o Messaging
    - Take notes and ask the questions you created for the different categories
- What is on your customer's wish list that she hasn't purchased yet?
- Who might purchase for her?
  - o Is she married?
  - o Does her mother purchase something for her?
  - o Are there friends or groups of people that usually buy things for her?
  - o Ask your customer if there is someone you can assist in shopping for her
  - o Message them on Facebook if they're active there
- Make it easy and wrap or bag it for them/deliver it