



## Creating Phenomenal Biz Growth During The Holidays

### Holiday Season is the Business Building Season #4

#### How to find create new customers by helping them shop

- Social media gives you a great place to find people who need your products as gifts.
- Ask questions to find those who have specific types of people on their shopping list.
- 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 on your list would rather do their own shopping and loves gift cards?
- Important to NOT instantly tell them they can purchase \_\_\_\_\_ and website
- You can also ask questions about their shopping methods and habits
  - o What has been your \_\_\_\_\_'s (relationship) favorite gift you've ever given them?
  - o Would you say you are the "spoil them, it's only one day a year" parent/grandparent or "get them one special thing and teach them to appreciate anything they receive" parent/grandparent?
  - o What is your favorite part of gift giving?
  - o Who is the most difficult person on your list to shop for?
  - o Who are the people on your list you need to get something for, but it needs to be under \$20/\$10/\$5?
  - o How many gift cards will you give this year?
  - o What is the most stressful part of gift giving?
  - o Who do you need to give a gift to that needs to be shipped?
  - o Do you like to give practical gifts, or the gift that they would never buy for themselves?
  - o On a scale of 1-10, how interested would you be in getting some product for free to use as holiday gifts?
  - o How many people on your gift giving list use \_\_\_\_\_ product?
  - o On a scale of 1-10, how much would it help your spouse to have some assistance shopping for you?
- Ask follow up questions to better understand their needs
  - o Find 3 needs before making suggestions
  - o Give options (use optional close)