

# **Holiday and Corporate Sales**

## **by Karen Priemer**

### **Regional Vice President**

#### **Plan for Success**

- Begin planning for success by determining your prospecting market and organize your contact list.
- After choosing your prospects narrow your market down to 3 – 5 groups you can organize.
- Purchase holiday brochures from Arbonne International.
- Create personalized letter on your letterhead.
- Formulate your price lists and determine which sets will benefit the markets you've chosen.

#### **Corporate Marketing Prospects**

##### **Warm Market**

- Contact current Clients – ask if they or their family purchase corporate gifts
- Referrals, ask everyone! Ask for referrals and people you do business with now.
- Add to your personal profile sheet:  
Are you interested in: -- Corporate Gifts -- Office/Staff Gifts -- Holiday Gift Baskets

##### **Business Networks**

- Attend Business Expos – meet local businesses and their staff, make connections
- Call any place of business in your community and ask for an appointment!
- Attend and/or contact Chamber of Commerce networks
- Secretaries of any corporation/office – call and ask what they received last year for holiday and if their business sends corporate gifts. Be warm and professional and ask to get an appointment with the decision maker
- Automotive dealers offer gifts for their staff

##### **Community Networks**

- Church/ Synagogue functions/Bazaars
- Neighborhood Directory – personalize letter, let them know you're a neighbor
- Real-estate offices need gifts all year long
- Local merchants
- School, functions, teachers and other parents connections

##### **Get Into Action Now**

- The market you've chosen is most likely planning their holiday now.
- Offer your stress-free service and ways for them to plan now with you now
- Since you have planned your market, send out introduction letters, make the calls, get the appointment and prepare yourself mentally for success!

### **A Successful Presentation**

- Ask Skillful Questions: What have you done in the past? Ask about price range, deadlines, and their clientele, how they would like delivery to take place...
- Offer Options: Present your unique and personal service, delivery, packaging, price and quality...
- Get a commitment: The most effective way to get the commitment is to ask for it! Request a down payment or follow up to complete the process.

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