

LET ARBONNE INTERNATIONAL WRAP UP YOUR HOLIDAYS!

People everywhere are getting ready for their holiday shopping. They will be buying lots of gift items for family, friends, neighbors, clients, teachers and employees. Why Not Arbonne Gift Baskets and Bags? Customers are looking for good quality reasonably priced, unique and something fun. People are busy! They don't want to fight crowds in the mall. They want service and an easy way to do their gift shopping. Start today promoting our beautiful holiday products to all your clients and everyone you meet. Arbonne has made our "gift giving" business so simple and easy by offering us pre-packaged sets along with beautiful gift bags. I want to share some simple ideas that have helped me have a very successful holiday business.

BE CREATIVE, HAVE FUN, AND ENJOY THE EXCITEMENT OF YOUR HOLIDAYS!!

Set your goals

- How much income do you want to generate?
- How many new clients?

Order plenty of products now!

- Don't wait! People are already thinking about Christmas! Have all your products no later than October 1st!

Do your own personal holiday shopping

- Give everyone on your list Arbonne—they deserve the BEST!

Offer 3 price ranges for gifts

- High, medium & low: most people will select the medium price range. Try using our beautiful bags instead of baskets. It will be less time and expense to you (\$3-\$5 for bags, tissue, and paper). *Add \$15-\$20 to price of the basket to cover time and cost of the materials used.

Specialty Gifts

- Find out what your client wants to spend and custom design something special for them. This bag or basket will usually contain special items to fit the personality of the person to

whom the basket is being given.

Twelve Days of Christmas Basket

- This basket will contain twelve individual wrapped gifts; you will need an extra large basket. Choose a color scheme (I love white and gold) and use two to three different kinds of wrapping paper using your chosen color scheme. Attach decorative accessories to each gift and remember one gift will be opened per day. If they choose to give all the gifts at once, wrap the gift in clear cellophane with a beautiful bow.

Spread the word—"who to sell to"

- Make a contact list: Clients, men (easy sell), friends, neighbors, family, church and teachers, corporate offices, doctors, car dealerships, small businesses, country clubs, banks, hair salons, fitness centers, health clubs/spas, day care centers.
- Mail out an introduction letter and holiday brochure to everyone you know. *Follow-up is the key here. They don't know what you have if you don't tell them.
- Include a holiday brochure in all orders you fill along with a personal note letting them know you offer a holiday gift-giving business and would like to help with their shopping!
- Who do you do business with? (Dental offices, insurance companies, real estate, bridal shops, attorney offices, hospitals and health agencies, investment offices, banks, car dealerships, schools, etc.)

Show and Tell

- Take a basket with you everywhere you go (restaurants, doctor offices, schools). People will ask what you have in it. You can then talk to them about your holiday gift service! (There is not a bigger attention getter than a beautiful basket).

Different Ways to Promote Arbonne Gifts

- Holiday open houses
- Client appreciation
- Holiday premier party

- "For Men Only"
- "Create A Basket or Holiday Bag" shopping spree (they pick the products of choice, basket, decoration, color scheme, and you put it together for them)
- Business shoppers (business owners and professionals looking for gifts for employees)