

## How to have a Successful Open House - author unknown



Have a total of THREE Open Houses to maximize the opportunity that we have for the season...you'll be glad you did!



### Plan your first Open House



- \* This should be around the first of November
- \* Plan it on a Saturday and call it "**Souper Saturday**"
- \* Make a pot of soup or chili that can sit on the stove all day
- \* Provide drinks and a loaf of French bread. Let your guests serve themselves!



### You might want to think of the Drawing card to get them there:

Like 15% off, plus a gift when you bring a friend or someone's order, plus the PCP gift with a \$40 purchase (total must be \$40 AFTER the discount) Or Call all your customers and say:  
"I am having a holiday sneak preview on \_\_\_\_ (date) from \_\_\_\_ (time) 1 hour is enough and I need your help! If you will just come and give me your opinion of our new Holiday products you can choose any one -holiday set/product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help!"

- \* Order at least one of each Holiday Sets to display, they are beautifully packaged each year
- \* Follow up your invitations with a reminder call and set up one-on-one facials every 30 min.
- \* It is essential that you carry Holiday Wish Lists with you everywhere for clients to fill out at every appointment



### Plan your Second Open House



- \* Send an invitation to your SECOND Open House to those who did not come to the first one, those you have not contacted since the PCP mailing went out
- \* This Open House should be held mid-November, I like the week after Thanksgiving
- \* Do the same theme, or change it to a "**Mom's Saturday Out**"



### Plan your Third Open House



- \* Have your THIRD Open House around the 10th of December
- \* EVERYONE is invited...last minute buying is wonderful!
- \* Promote "**Stocking Stuffer Specials**" (excess Section 2 and extra PCP gifts)
- \* On the 19th of December, send out a Christmas card to all who bought anything from you during the holiday season and wish them a "Merry Christmas"
- \* Thank them for their loyalty with a coupon good for \$10.00 on anything. The coupon must be redeemed before February 28th. (In January, ask, "When the new Spring colors come out, do you want to be the first to see them?" This will set up your spring sales!)



Get out and start planning for your open houses!

