



## Tips for a Successful Holiday Open House

Sr. Consultant Denise Ruby

Here are some ways to make your Holiday Open House profitable & fun! I was able to have over \$1400 in sales with only 11 customers attending at mine, just by focusing on the following key points:

When to hold it: Weekends in early to mid-November are best. It's early enough for your customers to start their Holiday shopping & they still have lots of people to buy for. Send invitations & then **follow up by phone** to get commitments. Don't rely on your customers to call you to RSVP.

How to "sell" it: Emphasize to your customers that you will have lots of *pre-wrapped* gifts, under \$15, 20, 25 dollars that are appropriate for teacher gifts, co-worker gifts, & stocking stuffers. Let them know that you will also have gift baskets made up and ready to go. Make sure your customers are aware that you can make custom gift baskets & gift wrap & deliver any products that they want to give as gifts.

Atmosphere: We buy with the eye & the rest of our senses, so pump up the "Christmas" sights, sounds & smells! So many people said they felt like they had "walked into Christmas" when they entered my home, & that put them in the mood to buy! Have strong fragranced candles burning: Yankee's "Balsam Fir" & Renuzit's Christmas Tree scents really set the mood. Play holiday music & have your home fully decorated for the Holidays. Have your wrapped sets placed in cute groupings. Use baskets, trays, tulle, & sparkles to show off the product. Place your larger gift baskets under your Christmas tree & on your fireplace mantle. Serve light refreshments; decorated holiday cookies & punch are more than enough, but an easy way to make things a little more special is to have warm spiced cider on hand as well. Simply empty a container of fresh apple cider into your crock-pot & add cinnamon!

What to sell: Gift sets under \$25 sell best, but wrap a variety of price ranges. Make sure you have your inventory in & wrapped so your customers can take their selections with them. Have LOTS of sets pre-wrapped. Use cello-wrap instead of regular wrapping paper. Your customers want to see what they're buying. Things that don't sell can be easily unwrapped & placed back into your inventory. The easier it is for them to get their shopping finished, the more they will buy! Use dollar store props to package with products to make them extra cute & Christmas-y! Santa-head mugs cello-wrapped with a hand cream or similar lotion are big sellers; place a cute Christmas mini-candle with a lip & nail set or stuff a mini Christmas stocking with eye, cheek & lip color. The possibilities are endless! Remember, only charge your customers for the product & the cost of the extras. Trying to make a profit on the props you use isn't worth it; it makes the gifts more expensive & will cut into your bottom line. Make sure you have a gift with purchase! Have a different one for different price points; over \$30, \$60, \$100. As each guest enters your home, hand her a "shopping basket". This creates a need to fill something with purchases! I used inexpensive wicker baskets from the craft store & re-used them later for product baskets.

Use the opportunity: Have each guest fill in a Christmas Wish List with the products they would like to receive themselves! Include a space for them to fill in their husband's name, work phone #, & work email address so you can approach him with your gift service or 12 Days of Christmas basket ideas! You can also use her Wish List to offer her a Hostess Gift for booking a class or attending an event! Make up a product gift basket to use for a drawing! Give entries for booking a class, spending \$200 at the Open House, for 5 referrals, listening to the Facts.

***Plan ahead*** & your Holiday Open House can be fun, profitable & an event your customers look forward to **every** year!