

## WELCOME-OUR THOUGHTS ON CONTAINERS

GETTING STARTED –HAVE THE SUPPLIES ON HAND; BE EFFICIENT & MOST PROFITABLE

### SUPPLIES

- \*CONTAINER TO STORE YOUR SUPPLIES
- \*BASKETS, CUTE BOXES, ETC
- \*MK PRODUCTS-TALK HERE ABOUT A SPECIFIC BASKET & THE PRODUCT IN THAT BASKET SET
- \*GOURMET GOODIES-NO SHLEF LIFE, PREPACK-COOKIES/CRACKERS, COFFEES, TEAS, CHOCOLATE BAR
- \*WRAPPING SUPPLIES—FILLER>PACKING PAPER (LIKE FROM PRODUCT BOXES, PEANUTS, POPCORN)
- \*SHRED-WHITE ALWAYS GOOD BUT YOU CAN ADD SPECIALTY COLORS & GLITTER
- \*DON'T SCRIMP ON FILLER-MAKES YOUR BASKET LOOK BIGGER, THERE SHOULD BE 4 INCHES OR LESS BETWEEN HANDLE AND SHRED
- \*SHRINK WRAP (HAS A FOLD IN IT)
- \*HEAT GUN-HAIRDRYER, ACTUAL HEAT GUN, SHRINK WRAP GUN
- \*CELLOPHANE TAPE (BUY LEAST EXPENSIVE BECAUSE IT WON'T BE AS STICKY SO IT WON'T DAMAGE PRODUCT ETC. BUT GET IT IN THE WIDEST SIZE
- \*CURLING RIBBON
- \*BOW-MOST INTERESTING WHEN DIFFERENT COLORS & SIZE
  - ORGANZA-WIRED RIBBON
  - FINISHING RIBBON IS CHIFFON (SMALLER SO NOT OVERWHELMING ON SMALL BASKETS)
- \*PRE-BUY AFTER HOLIDAYS SO THE SUPPLIES ARE CHEAP

### BUILD BASKET

TODAY WE ARE BUILDING \_\_\_\_\_  
BASKET

BUILD IT VISUALLY FROM FRONT TO BACK

“3 BLEACHERS”

BACK BLEACHER-BIGGER OR LESS EXPENSIVE

MIDDLE BLEACHER-TALLER THINNER ITEMS

FRONT BLEACHER-MOST IMPRESSIVE PRODUCT, MOST SPECIAL LOOKING

“POCKET” IN BACK OF BASKET

TAKE ALL PRODUCT OUT OF BOXES, GIVES MORE COLOR & MAKES IT LOOK FULLER

GIVE IT STABILITY IN THE BACK SO CREATE A NEST IN MIDDLE

“NESTING”-GET SHRED AROUND 3 SIDES OF PRODUCT

SLEEVES-CUSTOMIZE CONTAINERS OF FOOD “THEMES” PRINT YOUR SLEEVE WITH A TITLE COOKIE SLEEVES & CANDY BAR SLEEVES

(SHOW HOW TO TAPE THAT ON A BAG OF COOKIES)

FRONT OF LABELS SHOULD ALWAYS BE FACING FORWARD

PUT PRODUCT IN ITS BOX WITH SHRED TO DO A “FEATURE ITEM”

RISE SMALLER PRODUCT IN ITS BOX WITH SHRED TO FILL IN

STUFF ALL COSMETIC BAGS SO THEY ARE FULLER

CHOCOLATE-SINCE ITS NOT SEALED YOU NEED TO SHRINK WRAP IT SO IT DOESN'T ABSORB SCENTS FROM BASKET-8OZ CANDY BARS WORK THE BEST

BUSINESS PERSON-COULD CUSTOMIZE WITH THEIR LOGO OR MISSION, ETC.

WATCH WHERE YOU KEEP BASKETS FOR TEMPERATURE MONITORING

## SHRINK WRAP

BE MORE GENEROUS THAN TOO SHORT WITH SHRINK WRAP

MEASURE IT -6 INCHES EXTRA IN FRONT & BACK OF BASKET

SEAM IS YOUR GUIDE-SHOULD BE RIGHT DOWN YOUR BASKET IN THE MIDDLE

FOLD SIDES IN-"HUG IT" IN THE BACK TO THE BASKET

SHEETS OVERLAPPING IN CORNERS

TUCK IT UNDERNEATH ON ALL SIDES

SHRINK WRAP FROM TOP DOWN WITH GUN WARMED UP-YOU WANT IT SNUG WITH FEW WRINKLES

DO BOTTOM OF BASKET OFF THE EDGE OF TABLE

TAPE BOTTOM OF BASKET BY MAKING "X" ON THE TABLE WITH STICKY SIDE UP

## BOWS

ADDS SUCH "WOW FACTOR" & PERCEIVED VALUE

"WEDDING BOW" LIKE A 3 LAYER WEDDING CAKE

- BOTTOM-5 LOOPS THAT ARE 5 INCHES LONG
- MIDDLE-4 LOOPS THAT ARE 4 INCHES LONG
- TOP-3 LOOPS THAT ARE 3 INCHES LONG

PUTTING THE BOW TOGETHER

BOTTOM

1. CURLING RIBBON-LOOP IT ON HANDLE FIRST
2. WIDEST RIBBON (ORGANZA)-INDEX FINGER AND THUMB AREA
3. TIE THAT PART IN MIDDLE OF CURLING RIBBON-FLUFF LOOPS-OPEN IT UP

## MIDDLE

4. CHANGE COLOR OF RIBBON, MAKE 4 LOOPS OF 4 INCHES
5. TIE THAT PART IN TO CURLING RIBBON

## TOP

6. DIFFERENT TEXTURE OF BOW-MAKE 3 LOOPS OF 3 INCHES
7. TIE THAT PART IN

\*\*\*\*CAN CREATE A BOW FOR \$1-1.50>\$10 FOR 50 YARDS AT THE MOST

8. TIE IN CURLING RIBBON TIGHTLY TO GIVE BOW STABILITY

PRINT PICTURES OF ALL OF THE BASKETS SO YOU CAN JUST TAKE ONE BASKET TO SHOW OR YOU CAN SHOW THE PHOTOS IF YOU DO NOT HAVE A BASKET WITH YOU OR SAVE IN A DOCUMENT TO EMAIL TO PEOPLE

## COST

\$5 OR LESS ON CONTAINER

\$1 FILLER

\$1 SHRED

\$1 SHRINK WRAP

\$1 BOW

\$10 FOR CONTAINER & SUPPLIES

PRODUCT + COST OF SUPPLIES=TOTAL COST OF BASKET

WORK IN ROUND NUMBERS FOR COST

BASKETS GENERALLY ABOVE \$69 TO MAKE IT WORTH YOUR TIME

## MARKETING THE CONTAINERS

KEY BROCHURE- "EXECUTIVE GIVE SERVICE"

PRINT ON A GLOSSY PAPER/CARDSTOCK IN COLOR

PRINT 100 FLYERS AND BEGIN DISTRIBUTING

CAN BE HANDED OUT OR MAILED-PUT IT IN ROLL UP BAGS & MIRACLE SETS & ALL REORDER BAGS

EMAIL A CLOSE UP PICTURE OF THE BASKET

### THE BASKETS

"YOU DESERVE A HAND"-PROMOTION, GOOD FRIEND,  
SOMEONE WHO HELPED YOU,  
\*SATIN HANDS, PEDICURE SET (OR CREATE YOUR OWN)

"PAMPER HER"-ANY WOMAN, MOTHER OF THE BRIDE, NEW  
MOM  
\*ANY SPA COLLECTION

"QUEEN FOR A DAY"-HONORING HER-SOLD ALL YEAR LONG

"MOMMY & ME"- PURCHASED BY A GROUP OR HUSBAND

"TOUCH OF ROMANCE"-BUSINESS ENVIRONMENT,  
ANNIVERSARY, WEDDING, GROUP GIFT  
\*\$100 MENS  
\*\$100 WOMENS

"GENTLEMANS CHOICE"-BIRTHDAY, FATHERS DAY,  
PROMOTION, GET WELL  
\*MENS FRAGRANCE, GENERIC ITEMS, SHAVE CREAM, LIP  
PROTECTOR

"DOCTORS ORDERS"- ILLNESS  
\*VELOCITY OR ANYTHING YOU HAVE

"WELCOME HOME"-A NEW HOME, FIRST HOME, ANY MOVE,  
GONE FOR TRAVEL, REALTORS FOR CLOSING GIFTS

\*PRODUCTS THAT COULD BE USED ANYWHERE IN HOUSEHOLD & FILLERS LIKE TIMEWISE

## BUSINESSES

GIVING TO EMPLOYEES

“MIGHT BE OF VALUE & SERVICE TO YOU NOW OR IN THE FUTURE”

50% DEPOSIT DOWN FOR LARGE ORDERS

NOT RIGHT FOR EVERY BUSINESS BUT JUST AS MANY DO WANT SOMETHING PERSONAL & UNIQUE

HARD TO DETERMINE THE COST B/C YOU HAVE CREATED IT (WITHOUT THEM KNOWING & THEY FEEL MORE VALUED)

MORE VALUE FOR GIFT DOLLAR

## WHERE TO BEGIN MARKETING YOUR BASKETS

WHAT INDUSTRY HAVE YOU COME FROM? HUSBAND IN? FAMILY MEMBERS?

PULL FROM THAT EXPERIENCE THE RESOURCE TO BEGIN THIS LEG

“BLOOM WHERE YOU’RE PLANTED”

10 BUSINESS LEADS (CALL RECEPTIONIST TO FIND OUT WHO HANDLE GIFTS)

ONLY MAIL OUT AS MANY FLYERS AS YOU CAN FOLLOW UP ON

1. MAIL OUT BROCHURE
2. SET UP APPT (I’M WITH “EXECUTIVE GIFT SERVICE”) ??
3. CONTINUE TO FOLLOW UP – 10/3 APPTS/AT LEAST 1 SALE

4. ONLY TAKE 10 MIN & TAKE ONE \$100 BASKET THAT WOULD MEET THEIR NEED
5. ANOTHER COPY OF THE EXECUTIVE BROCHURE
6. BUSINESS CARD
  - A. WOULD THEY HAVE INTEREST
  - B. QUANTITY
  - C. TIME FRAME NEEDED BY
  - D. PAYMENT
7. THEN DEVELOP SOMETHING SPECIFIC FOR THEM-SET NEXT APPT. THE NEXT WEEK
  - A. OBJECTIVE IS TO BRING THEM TO A DECISION\
  - B. ASK THEM FOR REFERRALS

POSITIVE PROFESSIONAL-ASSUMING THE SALE

START WITHIN YOUR COMFORT ZONE

LAYERING PROCESS

WOULD NOT EVER REPLACE YOUR CORE BUSINESS OF CUSTOMERS AND SKIN CARE APPTS

1. DECIDE ON A GOAL FOR SALES
2. RETAIL SALES GOAL
3. INVESTMENT OF TIME
  - AVERAGE FORMULA
  - 10 HOURS FOR \$1000 PROFIT

DELEGATE-CONSIDER HIRING SOMEONE TO HELP YOU

LOOK AT YOUR AVAILABLE BLOCKS OF TIME TO HELP DETERMINE YOUR GOAL.