

The holiday shopping season has begun! So, you have an enormous opportunity to really build your business right now!

Your L'BRI PURE n' NATURAL products are unique. They're not found at every store on every corner. They are available only through YOU. Not only do you have exclusive *products*, but you offer exclusive *service* as well. Your customers won't have to wait in long lines, drive to the malls, park in dark parking lots, or hunt for someone to help them. They have service with a smile... from YOU! Today this service is even more valuable than ever because people don't want the hassle of shopping at stores after a long busy day. They can shop from their SEAT rather than their FEET!



NOW is the time to plan for your most productive time of the year. Your business volume will depend mainly upon the number of times you show your L'BRI products to people. The more Shows you hold, the more appointments you have to preview the products, the more holiday vendor events you do, the more profit you will see. It's that simple.

At your Shows

Here are some ideas you can put into action right now:

- ★ Infuse holiday flair into your Shows. Add simple holiday decorations to your display.
 - ★ Take the holiday products to your Shows and highlight the gift ideas from your *Holiday Gift Collection* brochure.
 - ★ Show a few decorated baskets with product collections at different price points (perhaps \$40, \$80 and \$120). Offer to personalize collections.
 - ★ Wrap shampoo and conditioner with a holiday ribbon; a Trio in a holiday gift basket; a gift certificate rolled and tied with a holiday ribbon. The possibilities are endless!
 - ★ Suggest specific people customers may want to add to their gift list: teachers, manicurist, postal or UPS person, cleaning lady, hair stylist, teenagers, babysitters, bus driver, girlfriends, family members, neighbors, club members, in-laws, boss, employees, fellow employees, yoga teacher, doctor, dentist, clients, etc. Use a Who's on Your Shopping List and give one to each guest. Suggest they place an order for themselves at the Show they are attending and plan to order all their holiday gifts at their own Show for FREE!
- Give guests ideas for small stocking stuffers: The 2 oz. Hand & Body Lotion, Lip Protection, Flawless Blending Sponge and Retractable Blush Brush are perfect suggestions!

Sell to Businesses

Business owners and managers usually give gifts to their employees and clients during the holiday season. These people are busy and really appreciate value and convenience, so L'BRI and your personal shopping service is a perfect fit. You have an ideal solution for them!

Here are some success tips:

- ★ Start now! Businesses do their holiday gift buying EARLY.
- ★ Dress professionally when approaching businesses.
- ★ If the owner or manager is not able to meet with you when you approach them, ask to make an appointment or call ahead to make an appointment. Be sure to leave a few samples with their assistant and receptionist.
- ★ Start by approaching businesses that you do business with: your dentist, doctors, banker, hairstylist, realtor, insurance agents and also offer to help anyone you know that owns or manages a business.
- ★ Keep it simple: Show them three or four gift ideas that have different price points. They usually have a certain price in mind. Be sure to include a "men's collection" as well.
- ★ Sell gift certificates for a FREE mini-facial and/or makeover and a product certificate valued at any amount they'd like. State an expiration date on the certificate to encourage contacting you before the end of January.
- ★ Offer to gift wrap. You can charge a little extra for the service.
- ★ Order and deliver the gifts whenever it is convenient for them.

Ask the Magic Question

Every day, wherever you are, ask this magic question: "Have you finished your holiday shopping yet?" If they say no, offer to help them wrap it up!