

Planning for Holiday Spa Open Houses

You may have even considered having your own 'grand opening' or sales event but maybe didn't know where to start. *Here are some tips.*

Benefits

Having fun / Show appreciation to clients
Sales
Bookings
New Clients – referrals and clients bringing guests
Show off new products or unique services

Main Focus

Sell products

- Product displays
- Sell in sets – move more product, people like that
- Wish list for the husbands/significant other
- Have a drawing for those who attend for a bigger discount/free gift

Bookings – consider offering any of the following

- 10-20% off all purchases over \$_____
- gift with purchase
- free gift wrap with purchase
- discount on items (that you want/need to sell)
- free gift for booking
- special gift for 5 or more referrals

Also... for an extra touch consider

- fun lively music
- decorations
- refreshments

Location/ Scheduling

- I suggest sometime early to mid November, but later can work too, Friday evening and Saturday morning OR a weekday if have a lot of stay at home moms
- your own home or maybe a break room at a business or working together with another consultant at their home

Inviting Guests – the more the merrier I would consider a 50% response a huge success

- *Clients/hostesses*
- *Friends*
- *Neighbors*
- *Co-workers*
- *Your prospects*

Send invites 2 to 3 weeks in advance

- Flier to clients/guest
- Flier for neighborhood
- Fliers in reorders

Send email one week before event

Call them the week of event –more you talk to the higher your turnout

- For a fee, PostCalls.com is a very quick way to get a phone message out to LOTS of people

Invite spa escape party guests

Special offers

Some do not live close by, so consider offering a discount to them for 1-3 days after event.

Inventory needs

- Decide what sets you want to promote
- Have inventory on hand to sell
- Recommend focusing on MRP and SPA products for your inventory
- Have hostess gifts on hand to promote bookings
- Extreme repair hand therapy minis make great thank you gifts