

Hail Mary Sales Ideas

Sometimes, in spite of our best planning, our sales are just shy of our goals. The worst thing you can do at that point is to give up. Hail Mary's are a great way to supplement your monthly sales, but they should never be a regular part of your business plan because they do not give you the opportunity to grow your team and build strong relationships outside of your current customer database. Additionally, using Hail Mary's too frequently will yield you less results because people will realize these offers are no longer special.

Prior to Launch

Before you advertise your Hail Mary special, you'll need to do some prep work.

Choose which Hail Mary is appropriate for your goal.

Choose which section of your customer data base will be the most responsive to your offer.

Determine how long your offer will be available.

Consider the most effective way to communicate your offer

Here's a few of my favorite Hail Mary methods. All have proven useful at different times during my career, so I hope the variety helps inspire you too!

Buy One, Get One 1/2 Off

This is most effective with high-ticket items such as the cookware

This also works well for large sets where someone may like to keep a set and gift a set

This method will increase your sales credit, but you are sacrificing profits

This method works best when you have pool money available

Ideal for stepping up in title, volume bonuses, etc.

Enter these items as a party, with the most expensive item being entered first. Then, use pool money to supplement as needed to increase the order to \$275. Enter the second item as a half-price item. The Date and Hold gift and Host Credit is yours to keep.

It's Not Hocus Pocus, It's All About Focus

Choose one deeply discounted item/set from the sale brochure and focus on advertising that one item to as many people as possible.

Offer an additional incentive when they purchase immediately

Ideal for text or private messages

Grant Wishes

Review your party wish lists and offer those large ticket items to your customers with a discount or bonus offer from you

Ideal for established consultants with a solid wish list database

Add Ons

Review order histories and contact customers with products that compliment the products in which they have already purchased

This provides excellent customer service

Bundle items together for more impact

Ideal for short term and long term growth

Ideal when done regularly so customers look forward to and plan around your event.

Raffle

Choose a large set/Item from your inventory and raffle it off.

If you don't have a large set/item for raffle, use the current host gift special and use a stock photo.

Sell tickets for \$10 each or \$100 in orders from their friends/family/co-workers.

No limit on how many tickets each person can purchase, however cap the total number of tickets available so people can calculate their odds of winning.

Ideal for friends and family who will share the offer to help with ticket sales

Mystery Hostess

Mystery Hostess parties don't require much planning

Collect orders over a set time frame (I recommend no more than a few days)

Once all of the orders are submitted, draw a name from those who ordered to receive the available host benefits

The more orders received, the better the benefits are, so encourage each guest to collect orders.

Ideal for customers who will likely never host a party of their own

Instant Party

Perfect for neighbors and local friends/family

Host in your home or at a local park/clubhouse

Ask everyone to bring an "instant food" like instant soup or instant pudding

Everyone who orders instantly will receive a bonus gift from you

Ideal when you want to build inventory by keeping the host benefits for yourself

Don't forget to track all of your results with each Hail Mary to help guide you in the future, and I hope these help you