

Four Seasons Sales & Service Sunless Support

Days to Remember

Dec 2nd : Cyber Monday

- Offer online specials

Dec 3rd: National Day of Giving

- Give back this day! Donate a portion of your profits to the charity of your choice! Make sure to tell your clients you are doing this! #nationaldayofgiving

Dec 5th : National Bathtub Party Day

- Promote Bath Bombs!

Dec 8th : Pretend to be a Time Traveler Day

- Yes, I know this one sounds a little unorthodox, but stay with me here. Get Social: Post your throwback in time pics from your first spray tans! Use #pretendtobeatimetravelerday

Dec 13th: National SalesPerson Day

- Don't forget to call your FS Sales Account Manager this day ☺

Themes:

- Christmas / Christmas Eve
- New Years Eve



Product Spotlights

- da bomb Santa Bath Bombs , Snowball
- Daily Sunless Extender , Instant Bronzing Mists , Sunless Bag Deals
- Primal Elements Bath Bomb – Cold & Flu , Snowflakes
- Primal Elements Sugar Whip – Sparkling Sugar

12 Days of Christmas Specials

- Prepare a calendar
- Spotlight those retail items that are typically harder for you to move during other months.
 - Stocking Stuffers like bath bombs, shower gels, etc
 - #12daysofchristmas

Gift cards! Gift cards! Gift cards!

– or certificates if you prefer but whichever you choose, ride the gift train all the way to January. It is money now! Put an expiration date on them. Pair these with slow movers or great gift bundles to create that one of kind must have gift for people that have it all.

Greeting Cards

- email or better yet, hand write your clients a greeting card to let them know you appreciate them and wish them happy holidays. Throw in a “gift” if you wish.

Looking Ahead – start creating content soon!

- New Years Eve / New Years Day
 - New Year, New You