

2017 HOLIDAY SALE

PRE-SALE CHECK LIST

4-5 DAYS BEFORE YOUR EVENT

Gather these essential items for your shopping event!

- **SHOPPING BAGS** - Parents need a way to conceal what they've bought for their kids on the way home! Plus, it's a small convenience you can offer that makes a big difference.
- **HOLIDAY MUSIC PLAYLIST**
- **GIFT WRAP, SCISSORS, TAPE** - If you're offering a present-wrapping service.
- **NON-PERISHABLE REFRESHMENTS** - Pretzels, cookies, bottle or canned beverages, etc. (If you're going to have perishable snacks like fruit and veggie platters or cheese at the sale, wait until the day before to buy).
- **HOLIDAY GAMES/ACTIVITIES** - If you're also holding a canned food or toy drive as part of your sale, you'll need enough large bins for students and their parents to fill.
- **DONATION BINS** - If you plan to collect canned food or toys for a local charity drive, make sure you have enough bins for the students and parents to fill.
- **CASH** - Go to the bank and get enough small and medium bills and change to accommodate customers who pay with cash.

2-3 DAYS BEFORE YOUR EVENT

Start preparing your staff and customers.

- **PRINT AND DISTRIBUTE INSTRUCTOR WORKSHEETS** - Download this form from the PROFIT section of this kit. Complete the top portion and make several copies on hand so you will be ready to tally orders at your event.
- **DISPLAY PRODUCTS AND COMBOS** - Hang or display select products and packaged combos around your school with prices clearly marked for students and parents to see. You don't have to reveal your entire sale inventory. These items are just a "teaser" to generate interest.
- **MEET WITH YOUR STAFF** - If your staff will be assisting, educate them about the packages and prices you'll offer, and introduce them to customer order forms, receipts, and gift certificates.
- **GATHER EXTRA CUSTOMER ORDER FORMS & CATALOGS FOR SHOPPERS**
- **SEND A REMINDER EMAIL TO YOUR LIST OF CONTACTS** - Download images for your email in the PROMOTE section of this kit.
- **CALL TO REMIND CUSTOMERS OF YOUR SALE**

1 DAY BEFORE YOUR EVENT

- **PREPARE THE REFRESHMENTS & MUSIC FOR YOUR SALE** - If you planned on having any perishable food, like fruit or cheese, at your sale, now's the time to get it.
- **ARRANGE YOUR SCHOOL OR PRO SHOP FOR THE SALE** - Put impulse items (small trinkets, ornaments, etc) near the register or cash box.
- **SET OUT BINS FOR COLLECTING CANNED GOODS OR TOYS FOR DONATION**
- **POST FACEBOOK & TWITTER REMINDERS ABOUT THE SALE**

DAY OF EVENT

- **MAKE FINAL FACEBOOK & TWITTER POSTS TO REMIND YOUR FOLLOWERS THAT TODAY'S THE DAY!**
- **USE YOUR INSTRUCTOR WORKSHEET TO TALLY SALES**
- **VISIT CENTURYMARTIALARTS.COM OR CALL YOUR CUSTOMER SERVICE REPRESENTATIVE AT (800) 626-2787 TO ORDER AS SOON AS POSSIBLE AFTER THE EVENT**

