

A photograph of a woman in profile, wearing a red sweater, holding a white mug with a floral pattern. She is looking towards the right. The background is a blurred Christmas tree with warm, glowing lights.

# GIFT GIVING TREE TOOL

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## GIVING TREE HOLIDAY PROMOTION

Giving gifts can be a joyful thing for your clients and your team to experience during the holiday season. It allows us to show appreciation to our clients and reward our team in a fun way for the work they do!

Follow these simple steps to set up a successful money generating holiday Gift Giving Tree! Oh...don't forget you need to reward your team with their own special Gift Giving Tree for hitting holiday sales goals and making the season merry and bright with profits!

The supplies you will need include two gift giving trees, envelopes, ribbon and your gifts typed out on slips of paper to go inside your envelopes. Add some festive tree decorations and you all set!

1. Start with creating your plan by make a list of actions you want clients to take in order to pick a gift from the gift giving tree. Be creative! Here are a few ideas to get you started:
  - ▶ Purchase 2 or more retail items
  - ▶ Prebook your next 3 appointments pick a gift to be redeemed on your third visit
  - ▶ Purchase a gift certificate
  - ▶ Try a new service
2. Next make a list of what gifts you want to include on your tree. Consider promoting services you want to grow, low cost services or discounts for future purchases on retail and services Here are a few ideas:
  - ▶ Complementary conditioning treatment
  - ▶ Complementary eye treatment
  - ▶ 10% off your next retail purchase of \$25 or more
  - ▶ 15-minute scalp massage
3. Now it's time to set your sales goals. Here's what to consider:  
How many dollars do you want to generate in Retail, Gift cards, Prebooks, Up Sells?
4. Share your goals with your team, train them and roleplay with scripts that will help them serve clients with their holiday shopping needs.
5. Reward your team with their own Gift Giving Tree! Purchase \$10 gift cards to fun places they like to eat, shop or visit. Share with your team how they can pick a gift from the tree weekly. Here are a few ways.
  - ▶ The team member with the highest retail to service percent
  - ▶ The most amount of retail pieces sold
  - ▶ The most prebooks
  - ▶ Hitting their average ticket goals

### Promote your Gift Giving Tree everywhere!

Post signs in your salon & spa, share it on face book & Instagram, have team share on their social media. put it on your website, send out an email blast, have your front desk share it with every client who calls or comes into the salon and spa.

Last but most importantly **TRACK, TRACK, TRACK...** Oh did I mention you need to track and share your successes with your team?

Follow these steps and your gift giving tree promotion will be a holiday success! If you would like more support on how to make your salon and spa promotions profitable, please reach out to one of the Empowering You Money Mentors at [empoweringyouconsulting.com](http://empoweringyouconsulting.com) to set up your complimentary 30-minute business strategy session.

Your personalized Strategy Session is waiting, don't miss out. In your complimentary Strategy Session, an Empowering You Coach will focus on you and your business with laser precision, offering solutions and tactics that will clear your path to success.



**DON'T WAIT!**

**CONTACT ME TO BOOK YOUR FREE  
30-MINUTE STRATEGY SESSION.**

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