

# READY, SET, SALE!

Follow these four easy steps and get prepped for your gift card flash sale.  
Good luck!

*Kirstie xx*

## 1. ON YOUR MARKS

- Decide on the timing - about one month before major events such as Mother's Day and Christmas is ideal.
- Choose the offer - incentives such as 'double your money', i.e. spend \$100 and get a \$200 gift card work well. You could offer a smaller incentive such as buy a \$100 gift card and get a mini manicure free.
- Train your staff - let them know the details of the offer, and teach them different ways to bring it up in conversation with clients.

## 2. SET AND FORGET

- Set up your email marketing and schedule it ahead of time. Set & Forget Marketing makes this super simple!
- Send a few teaser emails to start to generate interest.
- Get social and spread the word via Facebook and Twitter - the more excited you are, the more excited your clients will be.
- Create some signage promoting the flash sale, and put it up around the salon.

## 3. STOCK UP

- Make sure you have enough gift cards. Order more than you think you'll need, just to be on the safe side - you can always use them later.
- Roster on extra employees so that you won't be short-staffed on the day. Trust me, you will need someone just to answer the phone - it will be ringing off the hook!
- Make sure you have lots of pens at the ready so that you can write on the gift cards. This is something we almost forgot!

## 4. GO!

- Kick start the sale with an email and a post on Facebook and Twitter.
- Let your clients in-salon know about the exciting one-off promotion.
- Keep everyone updated throughout the day via social media - include a countdown to the end of the sale.
- Keep the team working hard by offering a special incentive for the employee who sells the most gift cards.
- And finally... Relax! Congratulate your team for a job well done.



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