

Sensé & Bridal Shows

This is the time of year when every bride signs up to attend Bridal Shows or Bridal Fairs.



As a Sensé Associate this would also be a perfect time to visit the main bridal shop in your town or the co-ordinator of the bridal show. Offer to give a Sensé gift basket that they can use for a door prize or a special prize only a bride can win. Put as much as you and your team can afford to give away (I suggest at least the basic pack & Sensé Shower Pack and a blue nylon shower ball) Decorating this door prize with tissue lace anything you can dream-up that will make a big impression on any bride. (Remember this is all a write-off in your business as promotion expense) Also enclose an elegantly written letter on special paper as a brief introduction, and offer for the bride, her attendants and mom's a free facial. This will also show the winner the proper use of the products she has just won.

If you can show the Bridal Co-ordinator this in advance, then ask in exchange that you can hand out to each person attending an envelope that would include your business card, along with a beautiful letter with a "brief introduction" of Sensé and the offer of a free facial for two. If you really want to go the extra mile, enclose a sample pack. Also show this to the co-ordinator. She can advertise that any one attending will be receiving some free samples and the offer of a free facial. (Hey, if free gifts work for Oprah, why not for us.) Go all out with the bridal theme by making this as attractive and elegant as possible, which would thrill any bride to win.

Now that we have the Prelude available you could consider more than one door prize to offer, say the basket with wedding tulle (veil material) to decorate and a couple of Preludes also surrounded with tulle material as smaller door prizes. What ever your budget and imagination can dream up!

You could also ask for the list of names that have attended, if they have people sign in, so you can follow-up on the free samples you are giving out. Never hurts to ask.

This is also something you could expand on with photographers, flower shops, and bakeries (that do wedding cakes), let your imagination flow.

Have a Sensé-tional Day!

Bea Kinnear

Your Skin & You

mbkinnear@shaw.ca

www.yourskinandyou.net