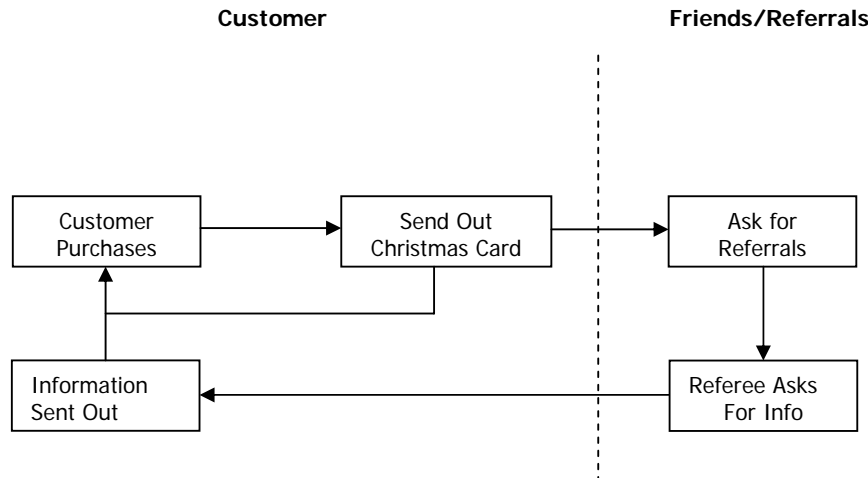


Christmas Cards Sales Process



Christmas Cards, like all marketing material provides you with two opportunities, the first is that you maintain your contact with your customer base and the second is that it provides you with a marketing opportunity. If you are sending your customers a Christmas Card because they bought from you then ensure that you use it as an opportunity to ask for referrals.

Eight Etiquette Rules of Christmas Cards

- 1) Always Personalise the Christmas Card
- 2) Always Use the Correct Title of the Recipient
- 3) Only Send the Christmas Card to the Business Address
- 4) Sign Cards Personally
- 5) Handwrite the Address where practical
- 6) Be Sensitive to the Recipients Tradition
- 7) Send the Christmas Card no less than 2 weeks before Christmas
- 8) Make sure your List of Customers is Up to Date

Three Key Messages You Can Use Inside Your Business Christmas Cards

1. Thank you for all of your support and business in 2009. My team and I look forward to working with you in 2010. I wish you a Merry Christmas and a prosperous 2010.
2. My Team and I want to thank you for all of your support and business in 2009. We are looking forward to working with you in 2010. We wish you a Merry Christmas and a happy and prosperous 2010.
3. The team at One-on-One Personal Computer Training wanted to thank you for your support and business for 2009. We value your business and we look forward to building on our relationship in 2010. Have a Merry Christmas and a Happy New Year and a very prosperous 2010.

Reasons Why To Send Out Christmas Cards

1. **Maintain Contact with the Customer**
2. **Allows you to ensure the customer contact details are correct**
3. **Allows you to market to your customer**
4. **In your Christmas Card you can make an offer/direct sale**
5. **People never throw out Christmas Cards and some companies keep them for long periods**

Things to Remember When Creating a Christmas Card

1. **Personalise the Card Where Possible**
2. **Keep the Mail-Out Affordable**
3. **Always send a physical card not an email**
4. **If you can't afford a physical card, at the very least email your clients**
5. **Always take the opportunity in the Christmas Card to provide Marketing Information**
6. **Ask for Referrals**
7. **Ensure that you put a logo on the Christmas Card.**

Ways of Producing Your Christmas Card

1. **Buy the Card Online**
2. **Buy from a Printer**
3. **Use Microsoft Publisher to produce your own**
4. **Use a Template in Microsoft Word**
5. **If you are an artist, send hand-made Christmas cards but if you are not an artist you need to ensure that they are the best quality possible**
6. **Goto a Variety Store and Buy Blank Cards so you can customise your message**