

SALE



*If we took any more off, it would be **OBSCENE!***

Book a Party: www.annsummers.com/party

HOW TO USE THIS LEAFLET

- Pop it in to your Party Presenter to remind you to point out that you have '**Special Offers**' tonight.
- Laminate it and attach to a special Sales Box.
This could contain '**End of Range**' or Supplement Lines, Seasonal goods or even Kit Lines that are becoming slightly worn.
Use as an '**After Party Sales**' offer.
- Pop it in your Catalogue Folder and add a page or two of '**Specials**' (Link Sales).
- Add a sign saying '**Book Your Party in the Next 4 Weeks to Receive Extra Discount**'.
- Attach the flyer to a '**Cork Board**' with pictures of Link-Sales offers (ask your Unit Organiser for ideas).
- Make up a Link-Sales folder with special offers only.
Use as an incentive to get Party Bookings or extra Sales.
- Stick fluorescent stars on all Kit Lines that are soon to be discontinued. Sell at up to 30% off and use cash to purchase New Kit Lines (Costing you nothing!).
- Use phrases such as:
'**Tonight Only, Special Offer**', '**While Stocks Last**', '**Last Remaining Item**' to encourage Guests to buy there and then.

Ask your Unit Organiser / Area Manager for more ideas on how to use this leaflet.

