

**FASHION DESIGNERS  
STRATEGY MASTERCLASS**

**SALES OFFER & SAMPLE SCRIPTING**



**October 2023**

## SALES OFFER & SAMPLE SCRIPTING

METRIC Questions	Answer here
What is Your Sales Goal for the next 20 days?	
What is the average cost of your services or Product?	
How many Client/Customers do you need to Achieve this?	

### CREATING YOUR SALE OFFER

*Recreate the following Offer Marketing Structure. using your own words,*

**- Offer Name:** SUSU COLLECTION SALES

**- Offer Messaging:**

*Sample Script*

*Hello Hello! Family,  
Looking to add some elegance to your wardrobe? Imagine being in a room with no one competing with your beauty. Look no further than **THE SUSU COLLECTION**.*

*This exclusive collection is limited to just 20 women who want to stand out from the crowd. Don't miss your chance to join the waitlist and secure your package.*

*The collection will be available on 20<sup>th</sup> Friday, November 2023, and the waitlist will close once it's full.*

*For just \$345(not compulsory to add the price), you can experience the ultimate in luxury fashion. And as a bonus, special gifting accessories will be included to complete the look.*

*Don't wait – Send us a D.M to join the waitlist today!*

**- Waitlist Duration:** 20 days

- **Offer Urgency:** Collection available for only 20 gorgeous women (*use yours*)

**Target audience:** Female, above 18 years but not beyond 50 years.

**Channels:** Instagram | Facebook | WhatsApp

**Consumers Benefit:** (*This is just a sample*)

- Be the first to rock the susu collection
- Luxurious accessories giftings

**Marketing Budget:** 200 000

## PREPARE YOUR MARKETING MATERIALS

It would be helpful to identify all the necessary marketing materials required to market your offer. Once identified, proceed to create them in line with the messaging for the offer.

You Marketing Materials include the following:

Flyers, Website banners, Email Text, WhatsApp Broadcast Text messages, Social Media Posts, Social media stories, FAQ, Sales Page, Payment Page etc.

**NEXT:** Begin your prelaunch post.

**NEXT:** Start Running your Campaign.

**NEXT:** Plan your post for the next 30 days (you might not post every day)

## ANNOUNCING YOUR OFFER

**PRE – ANNOUNCEMENT:** (*Sample script*)

*I can feel the anticipation building up within me, something big is on the horizon. Keep an eye on this space, a major announcement is on its way!*

**THE ANNOUNCEMENT**

*Hello ! Family,*

*Looking to add some elegance to your wardrobe? Imagine being in a room with no one competing with your beauty. Look no further than **THE SUSU COLLECTION**.*

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## **FOLLOW UP MESSAGE TO OLD CLIENTS OR NEW CLIENTS**

*Hey (first name), hope you're doing well. I'm from "xBrand" (your brand) and I wanted to thank you for being one of our loyal customers. We appreciate your business.*

*We've just launched our Susu Collection offer and I think you'll love it. You can get 5 of our (state the items) for the price of 3! It's our way of showing gratitude while helping you look your best. We only have 15 packs left, so would you like to see some pictures?*

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*Hi (First name) how are you today? I'm thrilled to be able to offer you something truly special. This is the lowest price we've ever offered for this collection (you can also change this), and I'm excited to share it with you. Just reply with "xoxo" to take advantage of this amazing opportunity.*

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*Hi (first name), I hope you're doing well. I wanted to let you know that My self and my team have just created new collections in-store that I think you'll love. The best part is that they run up to size*

*24, so you're sure to find something that fits you perfectly. Plus, we have an exclusive offer just for you that you won't want to miss out on.*

*We have just 5 left, let me know if you need me to reserve a piece for you*

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*Hi (first name), I hope this message finds you well. I wanted to let you know that we have some stunning new Smart Casual Wears available in our store, and they are now available in sizes up to xxx. As a valued customer, we are also excited to offer you a special deal on these new design collections. We know you love our Smart Casual Wears, and we're confident that you'll adore these new additions to our collection. See my Instagram page and check them out today!*

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*Good Luck, have Fun!*  
*Nissim*