

# CHRISTMAS COFFEE

## How to Host a Holiday Coffee Party (and book more parties from it)

Now is the perfect time to start holding “Holiday Coffees” to start showing, telling and smelling! What is a Holiday Coffee? Holiday coffee is a way for you to inexpensively host a product sales party that lets a group of women see and demo items that would be great for them to take home or give as gifts for the holidays. It is also a fantastic way to get new leads and explain your hosting rewards program.

You will only show your products off, you will not do skin care or glamour facials/makeovers on anyone and they will not take off their makeup. This party will only take an hour (or less) from start to finish. This is a big plus to explain during bookings! Make sure you keep track of time during your Holiday Coffee and keep it moving, fast paced but not rushed, and most of all keep it fun!

You will want to let your guests see, touch and smell your products! Have the items (and sets) you think would be the best sellers on display. Also make sure you have gift wrapped examples on display next to the unwrapped ones. This helps you show off the customer service you will provide and not just talk about the fact that you gift wrap. Don't forget that the “eye buys”! This could be the difference between making the sale and not making the sale.

A great way to get your customers involved is to have a decorative basket filled with everything you brought with you, then pull out each item one by one and talk about it. Pass the items around so your potential customers are sure to see everything. You could pass around demos of the product one after another which is also a great way to keep your audience's attention. When the last person gets the product you can place it on the coffee table or kitchen table and invite everyone to try everything out again after the demonstration. This way you will be creating your display as you go and your audience will know right where to find the products.

When your guests arrive, make sure you have them fill out a profile card first then explain the Holiday Wish List and have them fill that out next. You can either place these cards in their seats or you can hand them out one by one.

### Here is how the wish list works:

- Have your guests write down what they want to take home today. A great way to phrase this is to say “If you could only pick one item to take home today, what would it be?” (Whenever I do my Christmas shopping I always seem to pick up a little something for myself!)
- Have your guests write down what they would love for “Santa” to give to them. Be sure to find out who their “Santa” is, their relationship to them, and of course their “Santa's” contact info.
- Have your guest make a list of people they will need gifts for. (You can also provide a list of people they may have overlooked like a teacher, hairdresser or daycare provider).

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## Here is how the wish list works (continued)

Here is a wonderful (and effective) strategy to use during your product demonstrations: As you hold up each item or set talk about whom the product (or set) would be a good gift for. Example: "This is our new MK@play line. This would be great for anyone who loves to follow the glamour trends like your daughter and her friends, nieces and cousins, or possibly the baby sitter." Another great example would be something like the Satin Hands set: "Who can you think of that uses their hands at work? Maybe a nurse or a teacher? The Satin Hands gift set would be perfect for them because it will soften their hands and keep them that way".

Remind everyone to fill out their wish list as you go over the products during the presentation. You can say something like: "When you see a gift you want to receive from Santa write it on your wish list and when you see a gift that would be perfect for someone on your shopping list write it down as well. "

After the class, if someone has not made a purchase then you can refer back to the item your guest put under her "one thing I want today" to create an individual "close" like you would at a skin care class.

The final step of your presentation would be to explain the benefits of your guests hosting their own parties and what they could earn as prizes. Remember, this party could turn into many more just by explaining the details of the hosting benefits.

We hope you have found this training useful!

### Holiday Coffee Script:

Hi ([customers name](#)) this is ([your name](#)). Do you have a quick minute? Great, I have a fun way for you to earn lots of free products (or earn a huge discount on products). It's called a "Holiday Coffee Party" (or "Christmas Coffee Party"). Here is how it works: We will take a look at your schedule and find an hour that I can come over and set up a fantastic display for you and a few of your friends. The display will include all the latest Mary Kay® products. The best part is that I will do all the work and you will be able to earn (free products or discounts) just for inviting your friends.

This is a real time saver because you are able to start (or finish) all of your Holiday shopping. We will also have a great time. So, all we need to do is find a time and invite 5 of your girlfriends to join us. They do have to be over 18 and they should not have a Mary Kay® consultant already.

Christmas is only \_\_\_\_\_ weeks away

How does (insert date one) or (insert date two) work for you?

Oh, and what's your favorite kind of cookie? I'll bring some over for everyone!

**Make sure you read the notes on the next page!**

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## Holiday Coffee Helpful Notes:

1. Remember your selling points

- Fast (only about an hour)
- Do your holiday shopping at a discount
- Holiday gift-wrapping and delivery
- Try the latest Mary Kay® products
- Get the chance to earn free products

2. Share your hostess plan and set a date always by giving two choices of what work better for her. Weekend or a weeknight? Afternoon or evening? It helps them make a choice and book on the spot. Make sure she understands her hostess plan and what she will receive!

3. Coach the appointment just like you would a skin care class.

4. Give her a Hostess Packet. Have her promise to read it & set up a time within 24 hours to call her for her guest list.

5. Encourage her to over invite. This will not be overwhelming if a large group shows up, since you are not putting the product on their faces. Give her ideas about who to invite & what to say.

6. Encourage her to take up outside orders from friends who can't attend.

