

How to Do a Holiday "Stop and Shop"

by EESSD Kim McClure

If you have less than 100 clients I recommend you do a "Holiday Stop and Shop!"

- Call everyone you know (even if you have not facialed them) and say:

I am going to be in your area this week/next week and I would love to pop in for just a quick 15 minutes and show you the wonderful gift ideas I have for Christmas! I have something for everyone on your list except the little kids. I gift wrap and deliver for you too! As a thank you for letting me pop in, you can get one Christmas gift at half price OR you can shop tax-free! (you as the consultant pick whichever is more appealing to you and offer one or the other) Set the date and the time and then say, "Hey, if you share this appointment with some friends then you can do all your shopping up to half off! You'll get 10% off you order for each friend you have there up to 50% off your whole order!

What to do: Wrap in holiday paper, a MK Brown box that our orders come in or a copy paper box. Make sure to wrap all the sides including the bottom. You will use this box to carry your items in and then once you arrive put down a solid color tablecloth and empty everything out of the box. Flip the box over onto the tablecloth and set up the products on top of the box and around the sides. Add a couple of Christmas ornaments around the items and you have a beautiful display! I suggest adding a few of the men's items to your order to have something for everyone on their list!

Also, show the compact filled and a compact PRO; people always buy gift and buy for themselves too!

1. Start with Satin Hands/Satin Lips
2. Do a "Handcial" on them if they don't use skin care already. Have them put skin care on the back of one hand then take a darker shade of foundation (ivory if they have bronze skin) and put a dab on the back of each hand and rub it in and see the difference! Show them pages on the Miracle Set and stats!
3. Then, open up the LookBook and take them through the Holiday items.
4. Let them shop!
5. Have them fill out a profile card (front and back side of the card). Give an incentive for getting 5 referrals like \$5 off their order.
6. Book them for a quickie Holiday makeover so they look great in all the pictures their relatives will be taking over the holidays!
7. Ask "have you ever thought about doing something like Mary Kay®? I'd love to gte your opinion on our business!"

So quick, easy and fun! I did this on one and sold \$613! Don't forget to promote the "Adopt a Grandparent" gift for nursing home patients (a \$20 gift set): Hand Cream and Mint Bliss Foot Lotion gift wrapped. The elderly are the most forgotten people at Holiday time! The client or business buys the gift and we deliver it to a nursing home in their name!

