

Spice Up Your Holiday Open House

Laurie's Hot Apple Cider:

1 gallon of Apple Juice

3/4 cup of brown sugar

2 (3-inch) sticks of cinnamon

4 slices of an orange

Combine all ingredients. Bring to a boil. Reduce heat and simmer for 10 minutes.

During the holidays, Senior Sales Director Laurie Cole of Allen, Texas, throws open the front door of her home and welcomes guests to another successful open house. If you're looking for some new ideas to spice up your annual gathering, fix yourself a mug of Laurie's homemade apple cider and read on to master her recipe for success!

1. Start a tradition. Select a date that will assure you of a great turn out and commit to holding the open house on that same day every year. If it's the second Saturday in November, then Laurie's customers know it's time for her annual get-together.

2. Send your guests their invitations at least two weeks in advance. To ensure that they have received your invitation, follow up a week before the open house with a courtesy "reminder call." When your guests answer their phones, Laurie says the following script is effective:

"Happy Holidays, (Name)! I'm really looking forward to my holiday open house next Saturday. Did you receive my invitation? Great! I will have homemade hot apple cider, cookies and lots of great Mary Kay® products! I have you down for (time). We are going to have a great time! I am looking forward to seeing you!"

3. Re-confirm all your appointments.

Laurie suggests saving the Thursday and Friday before the open house to call each guest one last time. She also uses this opportunity to remind them they'll find a Mary Kay product for everyone on their shopping lists, and they can purchase gifts with a check, MasterCard, Visa or cash.

4. Decorate simply, yet tastefully. For a festive look, Laurie recommends placing gold material or paper across your kitchen's breakfast bar, and then scattering red and green shredded tissue over it. On top of that, try placing bowls of different shapes and sizes that have been wrapped with red or green tissue paper. Fill these festive bowls with various Mary Kay treasures; for example, fill one bowl with mascaras, another with Lip Gloss, and still another with Eye Defining Pencils.

5. Set the mood. What would the holidays be without holiday music and the smell of spiced apples in the air? Laurie not only has her favorite holiday music playing in the background, but she also serves her famous homemade apple cider. Sound good? "Not only does it make your house smell heavenly," says Laurie, "but your customers will think you're the greatest!"

6. Display, as well as personally present, your Mary Kay holiday product line in an area of your home that facilitates customer interaction.

For Laurie, the kitchen is her favorite area to accomplish this. By the sink, she displays the Satin Hands set along with the Advanced Nail Care complete collection. Once again, a festive basket is Laurie's pick for displaying these products, and she sees to it that each basket is chock-full of the latest Nail Col-ors. Additionally, guests are given literature which explains all of Laurie's specials, as well as a holiday gift list sheet and a pink holiday shopping bag.

7. Shop 'til they drop! While Laurie is providing individualized attention to one customer, those waiting for their appointments are perusing the beautiful displays while enjoying the festive cider, cookies and heart-warming hospitality. Laurie doesn't miss this opportunity to pamper her customers one last time: she gets their wish lists! Then, she passes this information on to husbands or significant others. For a busy husband-on-the-run, what could be easier than her holiday gift service, complete with free gift wrapping and delivery?

8. Pursue additional opportunities to talk about Mary Kay products. Before your guests leave, Laurie suggests inviting them to book a holiday makeover class or shopping coffee! *And one last thought.* Laurie says your open house can be more successful if you set up appointments with your customers and have plenty of products on hand for them to take home. "Do this," suggests Laurie, "and everybody wins!"



Holiday Open House

Date: _____

Time: _____

Place: _____

RSVP _____

Come enjoy some delicious coffee or apple cider while you shop for the holidays! I can help you find the perfect gift for all your friends and family! How can you resist hot wintry drinks while someone else does the shopping for you?!

