

One woman can

50

years

Holiday Strategy Guide

PRE-PLAN YOUR HOLIDAY STRATEGY

By Sherry Hanes



Determine your purpose. What is your reason to be successful this Holiday Season? What do you hope to gain? Get your mind clear on your vision. You can't be foggy and achieve.

Write it down! Make your goal poster with 3 things in mind: Goals to achieve which will benefit your family or you personally (top part of your goal poster), Mary Kay goals that would support achievement of the family or personal goals (middle of poster), Goals that would support your ability to achieve your Mary Kay goals and your personal family goals (i.e. quiet time, weekly plan sheet/6 most important things, exercise, diet, help) (bottom of poster)!

When you work from the bottom up, you will be able to accomplish your goals at the top! Post your goals in at least 5 places where you are on a daily basis— color copies work great! We must remember that we are entering into the best uninterrupted selling season of the year and many goals will be achieved or make gigantic progress during this season! This season will build your momentum moving into the New Year and generate new business for the New Year!

It has been my experience that you will not work your business unless you have a solid reason to do so. What is it that is going to motivate you to develop your plan, pick up the phone, step out your door, gain the necessary skills? Success in your business is all based on your attitude, your work ethic, and understanding that success is a system and a strategy that you work to gain something desired and planned by replacing what you now have in your life with something better and more beneficial.

- Hold as many appointments NOW as you possibly can and collect "Wish Lists". This will develop your base of people to work with for holiday sales.
 - Who do you know who is in need of Holiday shopping money? Many women take on extra jobs to earn holiday spending money. They have a purpose! Show them how they can make money!
 - Much of your holiday success will be dependant upon your ability to match the right people with the right opportunities. Look at your Circle of Influence and customer base and begin to develop the following lists in a spiral notebook
1. BUSINESS GIFT SERVICE: Who gives their employees or co-workers holiday gifts? What businesses do you frequent who has employees? Businesses make holiday purchasing decision in October or before.
 2. HOLIDAY GLAMOUR MAKEOVERS: Who is going to want to be certain that she looks her best for holiday parties? Or who will be attending lots of holiday activities? What restaurants and local businesses depend on their employees professional presence that would love for someone to come in and train their employees.
 3. FUN PACKETS: Who works with lots of people (men or women) or sees a lot of people on a daily or weekly basis at church, neighborhood sporting events, community events, children's activities, etc?
 4. FRAGRANCE SURVEYS: Who loves fragrance?
 5. HOLIDAY COFFEES OR COLLECTION PREVIEWS: Who loves to entertain? Who lives in a large neighborhood? Who has a large circle of friends?
 6. 12 DAYS OF CHRISTMAS GIFT SETS: Who loves to do special things for their spouse or significant other? Who has elderly parents who may be difficult to purchase for? Who has college students who will be missing out on some family activities during December because they are away at college? Who has young children who would delight in doing something fun & special for Mom? Who has teenagers? Who is going to need stocking stuffers? Who may need some "just in case" holiday gifts?
 7. HOLIDAY CLASSES: Who is going to be a football or hunting widow this fall who would love to invite some of her girlfriends over for makeovers or collection preview?
 8. SELLING TO HUSBANDS: What men do you know that hate to shop and love convenience? What group of men would love a half time shopping experience to get all their shopping done?
 9. OPEN HOUSES: Will I participate in a group Open House or will I hold my own? What clubs, organizations, apartment complexes, schools, businesses may host an Open House for me?
 10. TRUNK SHOWS: Who may not come to anything but would love to shop with you if you brought it to them?

Holiday Time Table

September 1st-10th:

- Plan your Holiday Strategy.
- Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 in class sales and one class booking. This is great for moms and daughters, Timewise, Trunk/Gift Shows, or Office Pampering Parties.

September 11th-15th

- Complete your Star!
- Order your holiday items early.
- Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday Inventory ordering

September 16th-30th:

- Begin your preview appointments with customers.
- Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- Hold appointments that you scheduled the 1st part of the month.
- Do your own personal shopping using our wonderful Mary Kay products and gift items.

October 1st-15th:

- Set your goals Retail Sales, interviews held and new team members.
- Have guests to every meeting.
- Starting "showing, telling, and smelling" with everyone you come in contact with.
- Have your Go-Tote filled with samples, fragrances, and Look Cards.
- Hand out 3 a day for best results. You are planting seeds for your future.
- Have 10-15 Hostess Packets and Recruiting Packets with "Consider the Possibilities" CDs prepared.
- Start following up with PCP customers.
- Target: Booking Skin Care Classes, Fall Makeovers, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her. Interview her and meet more wonderful ladies.
- Offer a free lipstick/liner to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/lunch time at customer's place of employment or in a neighborhood setting.
- Continue to follow up with businesses, always adding more to your list. Look ahead at your fall calendar and schedule your Open Houses.

Holiday Time Table cont.

October 16th-31st

- Continue booking Wish Lists and warm chatting with samples
- Have guests at every meeting! Offer a free lip gloss for coming.
- Make sure you have everyone fill out a Wish List.
- Order items from the Holiday Catalog for your own gift giving needs.
- Send out letters to husbands on your list.
- Offer a variety of classes. Skin Care, Glamour, Pampering, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- Remind everyone of your gift giving/wrapping service.

November 1st-15th:

- Continue booking Wish Lists and warm chattering. Now you can offer Holiday Makeovers.
- Have guests at every meeting and any event in your local area.
- Begin follow up with men you've contacted using the Wish Lists you may have. Many may not be ready to buy, but you've planted a seed. Ask when you can call back.
- Continue following up with business leads. If they are not interesting in large gifts, ask if they'd be interested in you coming and offering hand massages with the Satin Hands products to offer a break for the employees.
- Keep track of community events through local papers or flyer. Churches, schools, local businesses to do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table or treats.
- Be creative! Many businesses want to offer a special goodie to customers during the Holiday time. Keep your ears and eyes open and make suggestions. You could provide a Pamper Goody Bag with a hand cream and \$10 Gift Certificate to use at their facial and makeover or Domain for Men sample and \$10 Gift Certificate. Charge your costs plus supplies. It's a great way to meet new women. You can choose to put a minimum purchase price on the Gift Certificate.
- Send out your Open House invites, if you are holding it the last weeks of November.
- RECRUIT! What a great time to begin a business. Your own holiday shopping at cost!

November 16th-30th:

- Continue with booking, wish lists, and warm chattering.
- Have guests at every meeting and at the Career Brunch.
- Follow up with Open House Invites. Call EVERYONE and make sure they don't miss the free gift for sending their RSVP. Book those that can't come for another time.
- Set up your Open House if booking during this week. Keep it simple.
- RECRUIT! What a great time to begin a business for shopping at cost, extra income for the holidays and tax benefits.

12 Week Plan to Earn \$3000 by Christmas

Commit To: 2 hours a week for Unit Success meeting/training, 5-6 hours a week to show/teach the product line.

Invest: In Holiday Product and basic inventory, 3 ring binder, and clear protectors. Separate the pages of "The Look" and put a page into each of the clear protectors with the cover as the cover of your binder.

Show or Tell: Fill a Holiday Basket and let everyone shop while you watch. The average person selects 3 items from the holiday line, averaging about \$50 per shopper. You only need about 8 customers a week to reach your goal. Have the customer tell their friends and they can have a special discount if their friends buy 3 items. You could do 1 party and 1 private makeover a week along with your holiday sales and raise your profits even more!

Week 1	Sell \$650	Profit \$260
Week 2	Sell \$650	Profit \$520
Week 3	Sell \$650	Profit \$780
Week 4	Sell \$650	Profit \$1040
Week 5	Sell \$650	Profit \$1300
Week 6	Sell \$650	Profit \$1560
Week 7	Sell \$650	Profit \$1820
Week 8	Sell \$650	Profit \$2080
Week 9	Sell \$650	Profit \$2340
Week 10	Sell \$650	Profit \$2600
Week 11	Sell \$650	Profit \$2860
Week 12	Sell \$650	Profit \$3120

That's over \$3000 profit to buy your family the Christmas gifts of their dreams. You can do it!

It's been proven that cosmetic sales are the #1 gift during the holidays, because it's one size fits all!

Holiday Plan of Action



October Plan

1. Set your goal for holiday sales & recruiting.
2. Make a list of all businesses & people you do business with, talk to them about your gift-buying services
3. Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them. Show them how shopping NOW we'll offer them the best choices and prevent some of the hassles of their holiday time.
4. Book Holiday Shopping Coffees.
5. Have every customer fill out a Holiday Wish List no you can follow up with their "Santa" (This will be done in Nov & Dec)
6. Offer a variety of classes– Skin Care, Glamour, etc.. Begin to talk to everyone about preparing for the holidays.
7. RECRUITING! Build your team in October so they can take advantage of the holiday selling season!

November Plan

1. Follow up with all business contacts & leads
2. Continue to book shopping coffees, skin care, and glamour classes.
3. Continue having each customer fill out a Holiday Wish List.
4. Begin talking to the men you have contact with– work, church, friends, etc.
5. Begin following up with Holiday Wish Lists. (They may not be ready to buy– but you are at least making your service known!)
6. Service all of your customers for their personal & holiday needs.
7. RECRUIT! What a great time to begin a business0 your own shopping at cost, provide service for those you know & prepare for an exciting New Year of Opportunity!

December Plan

1. Follow up on all husbands & men! They are beginning to get serious!
2. Follow up on all Holiday Wish Lists.
3. Book shopping coffees.
4. Book skin care and glamour appointments. (Help them prepare for parties & people by looking their best)
5. Talk to men about 12 Day of Christmas gifts! They love it!
6. Have gifts with you at all times– in your car– in a basket that you carry– at all appointments & reorders.
7. Help people think about stocking stuffers & last minute gifts.
8. RECRUIT!! Still time to get gifts at cost, take advantage of the tax benefits and prepare for an exciting New Year of Opportunity!



Christmas Strategy Contact List

Businesses to Contact for Gift Giving Service

Business	Telephone	Contact Person
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Customer's Name	Secret Santa's Name	Spouse/Spice Telephone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows & Skincare Classes

Customer's Name	Secret Santa's Name	Spouse/Spice Telephone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

NEW MARY KAY 2013 HOLIDAY LINE!

NEW! Holiday Products



Mary Kay Fairytales & Fantasy Color Collection

Mary Kay Glossy Lip Stain- \$16
Mulberry Forest and Enchanted Mauve

Mary Kay Kohl Eyeliner- \$16
Golden Illusion and Mulberry Forest

Mary Kay Smoke & Shimmer Eye Wand- \$14
Amethyst Smoke, Enchanted Mauve, & Golden Illusion

Mary Kay Lash Love Colored Mascara- \$15
Green & Plum

Mary Kay Thinking of You Set- \$55
Eau de Parfum pendant
Eau de Parfum fragrance
Eau de Parfum Moisture Rich Shower Creme

NEW! Regular Line Products



\$10 Each

Baked Eye Trio
On the Horizon, Earth Bound, Ocean View, & Tuxedo
Eye Crayon
Green Tea, In the Navy, Purple Smoke, & Gold Mine
Jelly Lip Gloss
Teddy Bare, Hot Tamale, Crushed Plum, & Berry Me



Mary Kay Clear Proof Acne System Set- \$45

Clear Proof Clarifying Cleansing Gel
Clear Proof Blemish Control Toner
Clear Proof Oil-Free Moisturizer
Clear Proof Acne Treatment Gel
Clear Proof Pore Purifying Serum for Acne Prone Skin

Objections– Holiday Booking

The holiday season offers unique opportunities to serve your customers and earn extra money! With so many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care class or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses. Remember, an initial "no" response usually means, "I need more information. Tell me how holding a class will benefit me." You can use these dialogues to help you schedule additional holiday bookings with ease!

"With the holidays, I'm too busy with parties and family gatherings."

"_____, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary makeover where they'll learn how to develop a good skin care routine. Let's set a tentative date for your class with understanding that if the time comes and you find it inconvenient, you can call me and change the date."

"I've just about finished my holiday shopping."

"As usual,_____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home. You can earn hostess points toward a lovely gift for yourself. Which part of the week is better for you, the first part or the latter part?"

"Oh, my relatives will be visiting from out of town."

"That's fantastic,_____. Not only will they enjoy getting together. I know your (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay makeovers. You may want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"

"Keeping up with the kids' activities this time of year really keeps me on the go."

"I can understand that, _____. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, and you could probably use some time to be pampered. Why don't we schedule a complimentary makeover for next week? Let's look at my datebook and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."

"The kids will be home from school."

"I bet there will be times when you'll want to get away and do something special for yourself. I'll even have a special gift for the person who babysits for the kids when you hold your skin care class."

"Holiday Stop and Shop"



- Boost your Holiday sales with STOP & SHOP!!
- Minimum time commitment for your Hostess– 2 hrs
- Guests can just stop in for 15 minutes' sip on a cup of cider and shop
- Book your Hostesses with the following plans:

Hostess Plan:

- A. \$100 free product with 13 women and minimum of \$100 retail sales OR
- B. \$75 free products with 10 women and \$100 retail sales OR
- C. \$50 free product for 5 women and \$100 retail sales

BONUS: Free MK Brush Set when your hostess has 2 parties booked from hers and held within the following 20 days.

This is SOOOOOOOOOOOOOOOOO simple!

You will need to set up 3 stations:

1. Satin Hands/Satin Lips (hostess can help at this station)
2. The Perfect Present Holiday Products
3. Glamour Display

Women want to shop... we can offer a quick enjoyable way to work this into their hectic schedules.

Be sure to bring small wrapped gifts for guests that bring friends!!! (PCP gifts work great)

Pack it all in a rolling suitcase with lots of "Look" books



Contact Business Gift Buyers and Boost Your Holiday Sales

Senior Director Nancy Moser of Brookfield, Wis uses the following dialogue when calling local businesses about holiday gift buying:

"May I please speak with the person in charge of purchasing holiday gifts for employees or clients?" "Mr or Mrs _____, this is Nancy Moser. I'm an Independent Beauty Consultant with Mary Kay Cosmetics, and I'm calling businesses in the area to offer my executive shopping service for your special clients and employees. May I have five minutes from your busy schedule to explain my services? Depending on your needs, I have specialized gifts priced from \$5 to \$40 or more, and I will gift wrap them for you FREE! I also have a special gift for you with any purchase of \$50 or more. You can order now and pay half the total cost, then pay the balance due upon delivery the week of _____"

Nancy recommends taking the order over the phone whenever possible. However, most people want to see what they'll be getting, so instead of going into great detail by phone, she suggests that you ask for a 15 minute appointment this week to show her or him the wide variety of gift choices they have.

Overcoming Objections

Executive Senior Director Sharon Stempson of Fairborn, OH sends a letter to businesses she thinks may be interested in her gift buying services. She then follows up with a phone call and is always prepared to overcome two of the most common objections:

"We only give a bonus" Great! I know your employees truly appreciate that. You know, _____, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did!

"Gifts are too personal" I know exactly how you feel. I've felt like that myself, but I've found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress that can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10 minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!

Consider these businesses and more:

Banks	Dentists	Churches	Printers	Clinics
Veterinarians	Loan Companies	Car Dealers	Gas Stations	Contractors
Realtors	Restaurants	Hotels	Doctors	Social/Civic Groups
Self Employed		Insurance Companies		

More Suggestions:

Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary and have fragrance samplers on hand for the potential buyer.

Emphasize your range of prices. Ask your contact if he or she has several price levels in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the items or say, "I need 20 women's gifts and 10 men's gifts at \$20 each." The actual selection may be left to you.

*Listen for other gift needs your contact may have such as personal gifts for family and friends.

*Be sure to attach your address label to each gift product. If possible, get the names of the recipients for follow-up sales.

*Keep in mind that your goal is repeat business throughout the year and following holiday seasons.

Corporate Sales

Motivate. Celebrate. Appreciate.

Consumer Trend Survey

- 94% of executives polled say that no one ever contacted them about their holiday gift giving needs.
- 88% of executives order their company's holiday gifts themselves and 12% delegate the responsibility
- Largest group of executives say they spend \$25-\$50 on employees and \$35-\$55 on clients.
- There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.
- The IRS allows a deduction of \$25 (check this number with your tax preparer for current amount) per gift but most feels this is too low and spends more.
- Spending is consistent, they don't believe in skimping on Christmas.
- The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate VS Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services to help them run their businesses more effectively. They want to save time, save money, increase sales, and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
2. Corporate buyers are spending other people's money. Most companies have written gift policies many believe the government tax-deduction limit of \$25 is too low and often spend more. "The Concise Guide to Executive Etiquette" (Doubleday), say upper managers prefer gifts in the \$50 range; Sr Executives spend \$100 or more
3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.
4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features.
5. Corporate sales involve a multi-step process. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond: "This is about the gifts she needs" or "This is about a gift for you."
6. Corporate buying involves multiple buying influences. An administrative assistant, her boss, and whoever authorize payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encourage to know the company has an active gift-giving program. They are predisposed to buy.
7. Corporate sales require a different approach and commitment than consumer sales. But if you show corporate clients how your gift service can help them reach their goals, you'll watch your business soar!

It's nice work, so get on the phone, stop by that office, and follow up with the letter! **CLOSE THE DEAL!**

Corporate Sales Timeline

September

- Obtain business names, contact information, address, and phone numbers of potential corporate clients
- Mail out personalized contact letter on Holiday Letterhead & Envelope

October

1. Make follow up phone calls to contact person
2. Schedule follow up appointments—take samples with you.
3. Close and sign deals (obtain 50% deposit) and schedule delivery dates
4. Order Holiday Products before inventory levels run low or are depleted

November

1. Begin assembly of Corporate Account Gifts. Include: \$10 Gift Card, complementary Pampering Session and your contact information

November/December

1. Deliver Corporate Account Gifts to customers



Dear

With the Holidays less than 2 months away, I would like to introduce you to my "Exclusive Personalized Gift Buying Service."

Knowing that your time is very valuable, let me minimize your stress and take care of all your Holiday shopping.

In just minutes, I can help you select a gift to recognize or acknowledge every member of your team or staff or individuals in your office that have been doing exceptional work for you this year.

All my gifts are designed to show your appreciation to your female and male employees.

I have gift packages that start at \$5, \$10, and I can create any gift combination at any price range.

The best part of my service is that it's FREE. Each gift is "beautifully gift wrapped and comes with a \$10 gift card." It is also delivered free of charge to either your business or home in time for the holidays.

I also back all of my products with a 100% satisfaction guarantee. I look forward to helping you select gifts that will show your employees your deep appreciation for all that they do for you and your company. I know they will be delighted in being recognized and thought of by you this Holiday Season.

Enjoy the wonderful luxury of my "Gift Buying Service."

Best Regards,

Corporate Sales Order Form

Contact Name: _____

Company Name: _____

Address: _____

Contact Phone # _____

Delivery Date: _____ Time: _____

of women: _____

of men _____

Qty	Description	Unit Price	Total Price
		Subtotal	
		Tax	
		Shipping & Handling	
		Grand Total	
	-50% Deposit Due Today		()
		Balance Due at Delivery	

Earn \$2000+ in November and \$2000+ in December

No Makeovers Required. No Advance Inventory Required

November Plan by November 25

Show 12 Days of Christmas Gift Sets (or 7 Days of Hanukkah) to Men or Moms. Gifts can be given all at once in a pretty basket or tagged for daily delivery starting December 14th.



Sell at least 10 @ \$200 each.
Order products by November 25th
Wrap and Deliver by December 13th.

Wholesale order will be \$1000
Your profit will be \$1000

Sell 20 and profit is \$2000

Make your list to start calling today!

December Plan by December 12

Show 12 hours of Christmas Gift Sets to Men or Moms. Gifts will be given all at once in a pretty basket to be put under the Christmas Tree.

Sell at least 20 @ \$100 each.
Order products by December 12th
Wrap and Deliver by December 24th.

Wholesale order will be \$1000
Your profit will be \$1000

Sell 20 @ \$200 and profit is \$2000



How to Have a One Hour Shopping Coffee



What You'll Need: A large wicker basket or trunk, filled with: Holiday Display items, full size Satin Hands set for demo, cotton balls and testers of each fragrance, small tin of whole, plain coffee beans, quarterly hostess gift for 2 bookings, holiday candle/matches, small CD player and CD of festive holiday music, tin of butter cookies, Holiday Portfolio (optional), holiday tablecloth (red, green, or ivory), placed on top. In a separate tote, bring clip boards or folders for each guest, filled with the following: Look Book, Wish List, Sales Ticket, Profile Card, Ink Pen, and Business Card. You'll also need a calculator, date book, and hostess packets. You might bring a basket of "classic" (discontinued) products to offer as gifts with purchase for each \$50 spent.

Use the booking script on the following page.

1. When you arrive: Spread your holiday tablecloth on her table. Light the candle and place it in the center of the table. Play the holiday music quietly to get them in the holiday spirit.
2. When the guests arrive: Do Satin Hands on every guest. Have everyone sit down and give them a clipboard or guest folder. Have them fill out the profile card. Explain the wish list. Have them open their Look Book to follow along. Take each item out of the basket, one at a time, in the order shown in the Look Book. Describe what it is, how it's used, how much it costs, and for whom the gift would be appropriate. Hand it to your customers to touch, feel, and see. Pass the gift around the room. The last person will put the gift on the table, thereby setting up your display. Continue this process until your basket is empty and your display table is set. You might have a gift with purchase offer that night, such as a gift from your goody basket for each \$50 spent. To demonstrate fragrances, you may want to pre-spritz cotton balls with the scents and keep them in separate a cellophane bags. Pass the bags and let the guests take a cotton ball of the scents they like, so the spraying of the fragrances isn't overwhelming. You could also pass around a cup of whole coffee beans between fragrances to keep the nose from getting "confused"
3. Very Important: During the presentation, say, "When you see something you'd like to take home today, write it down on the sales ticket. When you see something that YOU would like to receive as a gift from Santa, write it on your Wish List!"
4. Watch Your Time: At the closing, say, "I promised (hostess name) that I'd only be an hour, so it's time for a drawing for a special gift." (this is optional. Draw from the sales tickets. Do NOT have them total their sales first. Just take up all the orders and do the drawing. The gift doesn't have to be big, just wrapped beautifully.)
5. Closing the sales: "While _____ gets you something to drink, I'll help you with your orders. I accept Visa/MC/Discover/American express, Personal checks, or cash." Work with each guest and if you do not have all of the holiday items with you, set up a delivery time in your date book. Offer holiday makeovers, and schedule their holiday coffees. Be sure to ask her for "Santa's" name and number, so you can call him/her about the Wish List. (You could also mail a copy of her wish list to "Santa" along with a cover letter. "Santa" will then see the list in her own handwriting.)
6. You now have lots of sales, future bookings, and skin care profiles/Wish Lists to follow up on!

How to Book a Holiday Shopping Coffee



Hi, _____, this is _____ with Mary Kay. Do you have a quick minute? Great! I've got something exciting to share with you! Christmas is only ___ weeks away... can you believe it? We're entering the busiest and most hectic time of the year, so I'm helping my clients reduce stress and save time and money by bringing Christmas to you! Could you get excited about finishing the bulk of your Christmas shopping at a 50% discount (or whatever discount you prefer). Let me share how: It just take 1 hour of your time and 5 or more of your girlfriends. I have a gift-giving service to share with those of you who want to avoid the malls and really enjoy the holiday season. I call it a "shopping coffee," and you can shop from your seat instead of your feet! You fix the coffee or cider, and I'll bring the cookies! I'll bet several name come to mind right away, don't they? Well, my October Special is this: when you schedule a shopping coffee in October and have at least 5 friends to attend, you earn the right to do YOUR Mary Kay shopping at 50% off! How does THAT sound? Who comes to mind who would enjoy some shopping time with the girls? (Insert Hostess Credit of your choice) Set the date and say, "We're going to have so much fun! I have you scheduled for _____. I'll send you a great packet to help generate outside sales. Would you like to know how to have the best shopping coffee possible? (Coach her how to invite guests. 18 or older without a consultant, and take up outside orders)

