

Easy Ideas for Valentine's Day

- Contact the husbands and significant others of your customers and offer to put together a Valentine's Day gift for their sweetheart.* Men generally shop by price and convenience, so you may want to ask what price range they have in mind. Here is a dialogue you could use:

Hi, Bob, this is _____. You don't know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute? I wanted to talk to you about a Valentine's Day gift idea for Karen. Great!

1. Bob, I always call my customer's husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to receive as gifts. I don't know if you've shopped for Karen's Valentine's Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love. I offer free gift wrapping and delivery. If she's not 100% thrilled, I'll exchange anything to her complete satisfaction. I can make you look really good, Bob! I have gifts ranging from \$15 to \$100. Tell me, what price range would you have in mind? Great! Would you like the gift delivered to you at work or to Karen's home? I know she'll love it. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday rolls around!

- Wrap up small Valentine's Day-themed gift packages and carry them in a big basket everywhere you go. You'll be amazed at how women buy for their daughters, mothers or even themselves.
- The top performers in Mary Kay know that sets sell and the eye buys.