CAMP HOLIDAY

STRATEGY GUIDE

My Holiday Sales Goal Tracking Sheet

"Give yourself something to work toward. Constantly. A good goal is like a strenuous exercise - it makes you stretch." - Mary Kay Ash

Name:_____ Timeframe:_____

I'm Saving For:

I Need To Profit:

$

(Include the tax in your profit total)

÷ .40 =

The Retail Amount I Need to Sell:

$

Ready. Set. HOLIDAY GOAL!

$

3/4 of my Goal!
I CAN DO IT!

Halfway There!
I CAN DO IT!

1/4 of my Goal!
I CAN DO IT!

Projected Breakdown:

50% Wholesale:_____
5% Section 2/ Supplies:_____
5% MK Events/PCP: _____
40% Profit:_____

A Picture(s) of My Goal!

Month End Actual Totals:

	September	October	November	December	TOTALS
Total Retail Sales					
40% profit					
50% wholesale					
Necklace Earned?					
Section 2 (5%)					
PCP/MK Events (5%)					

How to have a $10,000 Holiday Selling Season

- **Silent Hostesses**: Have 10 Silent Hostesses who each collect $200 (or more) in orders. =**$2,000**
- **Wish List**: Have 10 spouses purchase $150 from your customer's wish list. =**$1,500**
- **Holiday Parties**: Hold 10 Holiday Parties featuring pre-wrapped gift items selling $200 (or more) at each party. =**$2,000**
- **Skincare Parties**: Have 10 Skincare Parties with $200 (or more) in orders. =**$2,000**
- **Holiday Open House**: Have a Holiday Open House with 10 customers who purchase $50 (or more). =**$500**
- **Corporate Sales**: Connect with businesses, office managers, doctors, realtors and anyone who you do business with. Offer them your Gift Giving Services. The sky is the limit with this option. For example: If you get 10 businesses to purchase 5 gift sets at $40 each =**$2,000**

Follow this plan and you just sold $10,000!!!

$10,000 IN SALES @ 50% Profit= $5,000 PROFIT!!!!

Track Your Way to $10,000

10 Silent Hostess

	Hostess	Party Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

10 Wish List

	Customer	Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

10 Holiday Parties

	Hostess	Party Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

10 Skincare Parties

	Hostess	Party Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

Open House

	Guest	Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

Corp Sales

	Business	Sales
1.		$!
2.		$!
3.		$!
4.		$!
5.		$!
6.		$!
7.		$!
8.		$!
9.		$!
10.		$!

Total Sales: $!

PLAN YOUR PAYCHECK & EARN HOLIDAY SPENDING CASH

How much do you spend during the Holidays? $500? $1,000? $2,000? $3,000?
Would you rather have CASH to pay for your Holiday gifts or is a credit card bill with interest more your reality?
TAKE THE TIME TO PLAN YOUR HOLIDAY STRATEGY NOW! Work out the numbers and TRACK them until the very end

1. First, figure out your selling averages:
   - What is your Class/Party/Show average? $200 $300 $500 _____
   - What is your average Facial sale? $50 $75 $100 _____
   - Average On the Go/ Stop-By Appt: $30 $40 $50 _____
   - Average Reorders in a Week: $50 $100 $200 _____
   - Open House Average: $500 $1,000 $1,500 _____

   If you are new or not sure of your averages, look at your Weekly Accomplishment Sheets & average them out.
   If you aren't filling out your Weekly Accomplishment Sheets, now is the time to start tracking!

2. Next, decide how much CASH you want this Holiday Season: $1,500 $2,000 $5,000 $_____
   Take that amount and divide it by 40% to find the retail sales goal you'll need to make!

   This formula is using the 60/40 split:
   50% to purchase/repurchase inventory, 5% for PCP/events 5% for supplies, & 40% profit!

   - For example, you want $1,000 CASH: $1,000 divided by 0.40 = $2,500

   You will need to sell $2,500 in products in order to take home $1,000 in cash. This does not include discounts.

3. Use the Holiday Selling Plan to break down what activities excite you and design what you want the next 16 weeks to look like!! Then, use the Tracking Sheet because a tracked number will always grow!

TIPS:

Be sure to get Wish Lists from all of your customers and family members at their facials/appointments STARTING NOW! They can use the back of the profile card to list goodies they love! Keep it simple! Husbands love the help and those area extra selling opportunities! It's not too early in August to start contacting them!

If you want to hold 6 classes you will need to BOOK 10! Don't set yourself up for failure by under-booking. It's the Law of Averages. If you need to book 10 Classes, you will need to call 30-40 people. Just work with the numbers. People may let you down but numbers never will. What are you WILLING to do to INSURE YOUR SUCCESS?

NOTES/ IDEAS:

_____

_____

_____

_____

"There's a difference between interest and commitment. When you're interested in something, you do it only when it's convenient. When you're committed to something, you accept no excuses, only results." – Kenneth Blanchard

$20,000 Holiday Selling Plan Sept.1 - Dec. 22

Could you get excited about selling $10,000 or even $20,000 over the next 16 weeks? Do you realize that you could have a totally DEBT FREE Christmas for your family? What would you do with all of that extra spending cash? When you work your Mary Kay, it will always work for you and knock your socks off too! in the process!

The Holiday Season is just about to begin! It's the best time to "Plan your work and work you plan!" It's truly the BIGGEST selling season of the entire year and so much opportunity is available to you! It's just a decision away!

This plan is designed to have you work through December 22nd and then to take a Mary Kay "vacation" to be with your family though the New Year! Adjust your schedule accordingly to set and reach your goals and BELIEVE BIG!

Let's start with how much cash would you like to earn? $_____ Divide that amount by .40 = Total Rales Goal: $_____
Now let's break it down into activities that excites you! Here's an example below and then a space to design your own plan!

Example of $20,000 Holiday Cash Plan

Selling Activity	Total Activities Multiply by 4 months	Monthly Activities	Total from Each Activity	Total from ALL Selling Activities
Silent Hostess/ Book Party	9	Approx. 2/ Month	$100.00	$900.00
Husband's/ Men	20	Approx. 5/ Month	$50.00	$1,000.00
Holiday Stop & Shop/ Boutique on Wheels, etc	20	Approx. 5/ Month	$200.00	$4,000.00
Open House	1		$500.00	$500.00
Facials, Parties, Girlfriend- Get-Togethers	120 faces (30/ month)	Approx. 6/ Month (30 faces in a month)	Approx. $80/face	$9,600.00
On the Go/ Reorders/ PCP	100	25 or approx. 6/week	$40	$4,000.00

Total Sales:	$20,000.000
Re-Invest/ Cost of 50%	$10,000.00
Estimated Expenses 10%	$2,000.00
NET PROFIT:	$8,000.00

Your $_____ Holiday Cash Plan

Selling Activity	Total Activities Multiply by 4 months	Monthly Activities	Total from Each Activity	Total from ALL Selling Activities
Silent Hostess/ Book Party				
Husband's/ Men				
Holiday Stop & Shop/ Boutique on Wheels, etc				
Open House				
Facials, Parties, Girlfriend- Get-Togethers				
On the Go/ Reorders/ PCP				

Total Sales:	
Re-Invest/ Cost of 50%	
Estimated Expenses 10%	
NET PROFIT:	

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 or your favorite hostess program. Consider mom/daughter parties, skincare parties, Trunk/Gift Shows, or Office Pampering Parties!

September 11th–15th:

-Complete your STAR!

-Order your holiday items early.

-Put together your on-the-go basket and set up preview appointments/on-the-go's/stop & shops 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.

-Beginning 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.

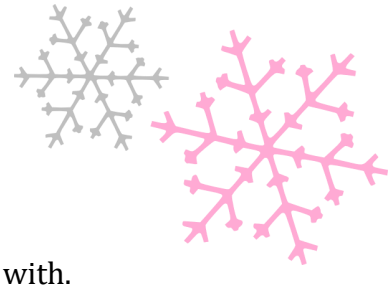
-Do your own personal shopping using our wonderful Mary Kay products and gift items!

"Nothing happens

UNITL SOMEBODY

Sells Something!"

-Mary Kay Ash



OCTOBER 1ST–15TH:

- Set your goals of Retail Sales, interviews held and team members.

-Have guests at every meeting!

-Start "showing, telling, and smelling" with everyone you come in contact with.

-Have your on-the-go basket filled with samples, fragrances, and color cards.

-Hand out 3 a day for best results. You are planting seeds for your future! Ask them is you can text them your business card so you can automatically have their contact info!

-Have 10-15 Hostess Packets and Recruiting Packets with marketing info and a link to your favorite marketing video/auto prepared.

-Start following up with PCP customers.

-Target: Booking Skincare Parties, Fall Makeovers, Nail Care Classes, 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 lip gloss/mascara 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 neighborhood setting.

-Continue to follow up with businesses, always adding more to your list.

-Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them (at least 100 minimum).

OCTOBER 16TH–31ST:

-Continue booking Wish Lists and warm chatting with your on-the-go basket.

-Have guests at every meeting! Offer a free gift for coming.

-Make sure you have everyone fill out a Wish List!

-Order items from the holiday catalog for your own gift giving needs.

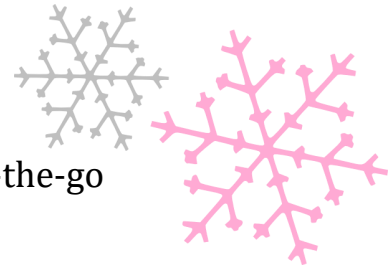
-Send out letters to husbands on your list.

-Offer a variety of classes. Skincare, glamour, fragrance, multi-masking, peel parties, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.

-Remind everyone of your gift giving/wrapping service.

-RECRUIT! Build your team in October so they can take advantage of the holiday selling season and the tax advantages for the entire year.

NOVEMBER 1ST–15TH:



–Continue booking, wish lists and warm chatting with your on-the-go basket. Now you can offer Holiday Makeovers.

-Start working on your "Pink Friday" sale lists, invites, etc. if you are going to do one.

-Have guests at every meeting or at any event in your local area.

-Begin follow up with spouses you have contacted using the wish lists you may have. Many may not be ready to buy but you've planted a seed. Ask when you could call back.

-Continue follow up with business leads. If they are not interested in large gifts, ask if they would 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 flyers. Churches, schools, local businesses to do woman'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 business may want to offer customers a special goody 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 a $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 in 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 with your on-the-go basket!

-Have guests at every meeting or at any event in your local area.

-Follow up with Open House invites, call EVERYONE and make sure they don't miss the free gift for sending their RSVP. Book those who can't come for another time.

-Set up your Open House if booked during this week. Keep It Simple!

-RECRUIT! What a great time to begin a business. Your own holiday shopping at cost, extra income for the holidays and tax benefits.

DECEMBER 1ST–15TH:

-Finish your Star Consultant Prize Contest by December 15th.

-Follow up with all spouses. They are getting serious now! Talk the 12 Days of Christmas!

-Follow up with all Wish Lists.

-Continue booking, wish lists and warm chatting with your on-the-go basket! This is a great time for Gift Shows.

-Have gifts with you at all times, in your car, in a basket.

-Have stocking stuffers available. (Hand Creams, Mint Bliss Foot Lotion...etc.) Slip in a goody bag and tie with ribbon.

-Deliver any 12 Days of Christmas Baskets or Towers now later than December 13th.

-Book shopping coffees.

-Offer to have a Fancy Party Dress Night for makeup training.

-Consider a last minute Open House.

-RECRUIT! Still time to get gifts at costs, take advantage of the tax benefits and prepare for an exciting new year of possibilities.

DECEMBER 16TH–22ND:

-Call all your customers for their own personal needs. They often forget to call to reorder during the hustle and bustle. Remind them of your last minute gift ideas and stocking stuffers. Ask if she sees any gifts under the tree with her name on it. If not, find out who her Santa is and get her wish list.

-Deliver to offices as often as possible. Bring your basket in with stocking stuffers & sets.

-Always have gifts in your car. This is a good time to put leftover sets in the trunk of your car and visit some local businesses. Ask employees if they would like to shop. You can offer a discount on gift sets left if you choose.

DECEMBER 23RD–25TH:

-Spend time with your family.

-Be prepared for last minute “panic” calls from your customers.

DECEMBER 26TH–JANUARY 1ST:

-Follow up with gift certificates with gifts given.

-Book “New Year, New You” makeovers.

Holiday 2025 Selling Plan 16 Week Tracking Sheet

August 24th- December 13th

In each box, fill in sales from your activities! Example: Week 1: 8/24-8/30 Silent Hostess: Jane Doe $200 party sales

	Week 1 8/24-8/30	Week 2 8/31-9/6	Week 3 9/7-9/13	Week 4 9/14-9/20	Week 5 9/21-9/27	Week 6 9/28-10/4	Week 7 10/5-10/11	Week 8 10/12-10/18	TOTAL SALES
Silent Hostesses/ Book or Online Parties									
Husband's									
Holiday Stop & Shop, Boutique on Wheels, Office, & Coffees									
Parties/ Skin Care Parties/Virtual Events									
Open House									
Business Contacts ($40 each)									
PCP/Reorders $40 each)									

Optional: Create a separate tracking sheet for Business Contacts/PCP Reorders or fill in the total number of Business Contacts AND/OR PCP Reorders with your weekly total!

Holiday 2025 Selling Plan 16 Week Tracking Sheet

August 24th- December 13th

In each box, fill in sales from your activities! Example: Week 9: 10/19-10/25 Silent Hostess: Jane Sellalot $200 party sales

	Week 9 10/19-10/25	Week 10 10/26-11/1	Week 11 11/2-11/8	Week 12 11/9-11/15	Week 13 11/16-11/22	Week 14 11/23-11/29	Week 15 11/30-12/6	Week 16 12/7-12/13	TOTAL SALES
Silent Hostesses/ Book or Online Parties									
Husband's									
Holiday Stop & Shop, Boutique on Wheels, Office, & Coffees									
Parties/ Skin Care Parties/Virtual Events									
Open House									
Business Contacts ($40 each)									
PCP/Reorders $40 each)									

Optional: Create a separate tracking sheet for Business Contacts/PCP Reorders or fill in the total number of Business Contacts AND/OR PCP Reorders with your weekly total!

How to Sell to Corporate Businesses

Script: Contact Business Gift Buyers and Boost Your Holiday Sales Senior Director Nancy Moser 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 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.

Tips: 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!

Dear

With the Holidays less that 2 months away, I would like to introduce you to my “Exclusive Personalized Gift Buying Services.” 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. I can even help you appreciate other companies that you do business with.

All my gifts are designed to show your appreciation to your employees or businesses you partner with. I have gifts that start at $10 and up. 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 wrapped and comes with a pampering session. 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 100% guarantee. I look forward to helping you select gifts that will show your employees your deep appreciation 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 Services.”

Best Regards,

How to hold a Holiday Party

This is the perfect time of the year to hold Holiday Parties that are centered around helping your customers shop for their holiday gifts. These parties are sometimes called "Holiday Coffees" or "Jingle & Mingle" Parties. The best hostess are previous hostesses or your "A" customers. At these parties you will not be teaching instructional skincare or glamour makeovers. Instead you will demo satin hands, satin lips, fragrances and other body care items. You will turn her dinning room table into a "holiday store"" where her guests can stop in and shop for everyone on their list. These parties typically take 45 minutes to an hour.

Hostess Incentive:

For each guest over the age of 18, the hostess will receive one gift set at half price! Plus, $75 of product from the catalog for only $35! (Example: 6 guests attend her Holiday Coffee. The hostess will receive 6 gift sets at half price that you have pre-made, plus $75 of product (not gift wrapped) and pay only $35 plus sales tax.)

Hostess Packet:

Give each hostess a packet with your holiday hostess incentive, 2 full catalogs and 2 holiday catalogs, sales tickets, your business card, holiday recruiting info and a holiday wish list.

Pre-profile Guests:

Even though you are not teaching skincare and glamour makeovers you will want to still pre-profile the guests to let them know you are excited to meet them and to find out who is on their holiday shopping list.

Gift Sets for the Party:

I say stick with the "6x6" rule. Make 6 different kinds of gift sets and then make 6 of each. This will give you 36 sets total. Keep your price points $25-$50 (no more that $75). Let your guests know that you can always customize gift sets just for them at the price point they choose.

Example:

1– Body Care: Make up 6 satin hands sets. 3 of each scent.

2-Fragrance: Make up 6 fragrance sets. These can be mix and match fragrance sets. Not all have to be the same scent.

3-Skincare: Make up 6 skincare sets that are for all skin types. These can also be a mix and match such as...3 Skinvigorate Brushes and 3 Microdermabrasion Sets.

4-Glamour: Make up 6 glam sets that excite you and that are good for all skin tones and eye colors.

5-MK Men: Have mix and match sets for the men on their list. Maybe half with skincare and the other half shave sets.

6-Men Colognes: Make up 6 cologne sets for men. These do not need to be the same scents.

(If you want to offer a deal on your gift sets you could always do Buy 2, Get 3rd at 50% off.)

In addition to these gift sets you will want to have some "stocking stuffers" or "grab-and-go gifts."

I like to have a variety of hand/foot lotions or lip gloss/satin lip sets. Keep these items in a basket or set them up on her coffee table. It's best to have all these at the same price point. I usually price my items at $14 each or 3 for $40.

Set Up for the Party:

"Keep It Simple Sweetie" when setting up. Maybe have all your gift sets sorted in shipping boxes that are wrapped with holiday paper on all 4 sides and the bottom. That way when you get to the party you can pull out the gift sets, flip the boxes over, place the boxes in the middle of the table for high risers and then line up your products in group according to the 6x6 rule. You can even throw a table cloth or piece of fabric over the boxes and table, add some battery operated Christmas lights, burn a Christmas candle in the kitchen, and have trays of products to demo that are in each set.

When Guests Arrive:

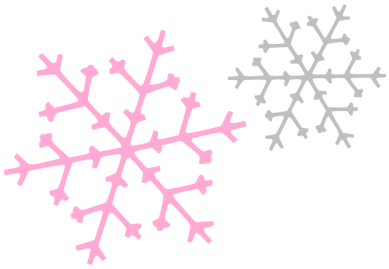
Welcome all the guests and give them a large gift bag to use as their shopping bag for the evening. Inside have a clipboard with a holiday wish/shopping list, holiday brochure, holiday recruiting info, customer profile card, sales ticket, a pen and a mini candy cane.

Go over the clipboard and each gift set with the group. Then, allow them to "try and buy!" This is the point of the party they get to smell the fragrances, try the satin hands, and play with some lip glosses (or whatever else you have). Let them know if they see a gift set they want, to just take it from the table and put it in their shopping bag.

Once they have completed their "shopping" then write up a sales ticket for all the sets in their bag. Don't forget to ask them if there was anything they wanted to take home for themselves that night, or to put on their holiday wish list. Be sure to find out who their "Santas" are. Once you have their order completed ask them to host a party or pampering session. You'll also want to offer her the business opportunity and ask for referrals.

How to hold a Trunk Show

These are very similar to "Holiday Coffees" or "Jingle & Mingle" Parties. The only difference is you go to your hostess' place of employment. I typically book existing customers, a holiday party hostess (as part 2 to her in–home party), family and friends. It's best to have these in December as it get closer to the Holidays and people have less time to shop. Book a time that works for her and her co-workers such as lunch or after work (and always on a pay day!). Have her invite all her co-workers to meet in the parking lot at the scheduled time. I offer the hostess one set at half price for each person who shops (and makes a purchase) with me that day. Book multiple Trunk Show in one day. You can even do "mini trunk shows" with customers who live in the area where you will be. Lay a piece of sparkle fabric or a holiday table cloth on the bottom of your trunk. Have your gifts sorted by "Gifts for Her," "Gifts for Him," "Gifts for Everyone," and "Stocking Stuffers". You'll want to give each shopper a large gift bag with a business card, holiday brochure, business opportunity info and a sample.



TIP: You may want to create a gift tag for each set that includes the name of the set and the products that are included along with the sale price. Price each gift set to include sales tax and gift wrapping. Have an "Inventory List" so you can track what you are selling, or pull the gift tags off when someone purchases a set.

Holiday Booking Script

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 mnd 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)

Holiday Booking Objections

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."

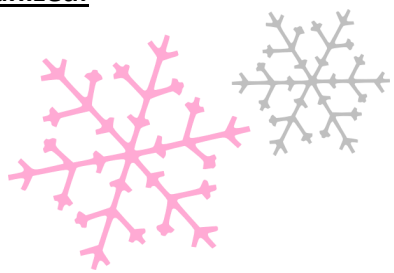
"I can understand that, _____. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, and you could probably use some time to be pampered. Why don't we schedule a complimentary makeover for next week? Let's look at 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."

Gift Wrapping Basics

Tip: Use a Travel Roll Up Bag to keep all your wrapping supplies organized.



Pocket 1: tape, scissors, hot glue gun and sticks, Zots (medium hold)

Pocket 2: gift cards, stickers, etc.

Pocket 3: pull-apart bows or ribbon

Pocket 4: accents (mini ornaments, holiday picks, etc.)

Tip: Choose a theme and run with it

When you have a theme to your holiday sets, it will make it easier to package and it will allow everything to coordinate beautifully on your display table. A theme can be three coordinating colors, patterns and accessories. Pick something that excites you, but is simple. Such as snowflakes and reindeers, or colorful trees and poke-a-dots, or colors such as pink, black and silver. Find ribbon, boxes, and ornaments that all coordinate with your theme, so when you are putting together your gift sets everything will match.

Tip: Choose a cost effective, simple base for packaging

You don't need to spend a lot of money when creating a gift set. You can easily find a base that costs only $1 at the dollar store. You can cut a piece of a cardboard box to the size you need and wrap it wrapping/tissue paper. You can use cups, bowls, picture frames, small boxes or baskets, plates, serving platers, books and so much more.

Some items you'll want to have on hand when creating your sets:

packing peanuts

fake snow

gusseted cello bags

paper shred

roll of clear cellophane

tulle

Places to shop:

-Nashvillewraps.com (pull apart bows, pop up boxes, large gift bags, gusseted cello bags, etc.)

-Dollar Tree (plastic ornaments for lip glosses, pre-wrapped gift boxes, coffee cups, oven mitts, picture frames, fake flowers, holiday picks, and so much more! You can even order on their website in bulk.)

-Michael's (roll of cello wrap)

-Pinkprinting.com (gift cards to include in each gift set, holiday tags and stickers)

MOST IMPORTANT TIP!!!!

Each person who receives a gift set you have made is a potential customer, so be sure to include your contact information with each gift set. You could include a business card along with a $10 gift card they can use to redeem at a pampering session. Try to get the contact information for each person who will be receiving the gift, so you can follow up with them after the holidays.