

The World's Most Romantic Man

"12 Days of Christmas" - How to do the Basket/Consultant's Sheet - Holiday 2012

- **SUGGESTED PRODUCTS**—12 Mary Kay products, each individually wrapped; use what you have on your shelf that will fill the retail total; also used good discontinued products or current items that you have overstocked on your shelves; also take “sets” of products and separate them individually into the basket. The list below is just an idea, so personalize it with the products you have on your shelf and that you love. Be sure to include a Mary Kay free makeover gift certificate that expires on January 31st and your business card. Your reorder label should be on every product. And it doesn't really matter which products you select, because the basket will be loved because it is beautiful and is a gift from the heart of her Mr. Romance (and all the products are 100% guaranteed).
- **GIFT WRAP**— wrap each individual product with tissue paper of your color choice, twisted and tied at the top with a coordinating ribbon for accent (tissue and ribbon should accent the basket/container so it has an elegant finished look).
- **CONTAINER/BASKET**—search in thrift stores, consignment stores, dollar stores, and home good stores. (Wal-Mart will let you return any unused ones!) Use a beautiful basket purchased for a small amount (I suggest no more than \$7 for the Gold and Silver, and perhaps \$10-\$14 maximum for the Platinum). I've used purses; decorative hat boxes with the coordinating lid propped inside to help products stand up straight; beautiful blue-and-white baskets for Hanukkah and African/American traditions; dark wooden baskets with white tissue paper, with accent ribbon in white, silver, or gold. The ideas are limitless. “Wow!” is the desired effect.
- **PRESENTATION**—PRESENTATION IS EVERYTHING, SO YOUR BASKET SHOULD BE GORGEOUS! It can be simple yet elegant at the same time.
- **MAKING THE SALE**—Payment is made to you at the time of the sale, with a sales ticket written and one copy given to the customer. Write on the ticket his wife's name and cell phone so you can follow up with her after Christmas. Also note her favorite color (ribbon!), the color of her eyes, and skin color (light or dark ivory, beige, ebony), so you can make wise color choices on any glamour products. Also ask about her favorite candy, and add it to the basket too...very sweet! Note on the ticket when and where to deliver it, and if it is top-secret!
- **DELIVERY**—Set up one day (or two) that you deliver, and deliver all baskets on that day.
- **FOLLOW UP**—Follow up with a phone call on the day after Christmas. “Hi ____. This is ____ with Mary Kay Cosmetics. I wanted to make sure that you received your “12 Days of Christmas”... Great! Are you happy with everything? I want to make sure, because all our products are 100% satisfaction guaranteed. I'm calling to set up your free pampering session too. Whatever works for you is fine with me. Is it better for you before New Year's Day or after? Morning or evening?”

Platinum—Retail \$299	Gold—Retail \$199	Silver—Retail \$149
<ol style="list-style-type: none"> Satin Hands Set \$34 Dance to Life shimmer lotion \$16 Mini Compact empty \$16 TimeWise Body Lotion \$28 Ultimate Mascara & Eye liner \$27 Satin Lips Set \$18 Oil-Free Hydrating Gel \$30 Lip Liner & Lip Gloss \$26 TimeWise Eye Cream \$26 Eau de toilette lotion & gel \$30 Eye Color Bundle \$19.50 Travel Rollup Bag \$30 <p>*** Business Card & Gift Certificate</p> <ul style="list-style-type: none"> TOTAL RETAIL \$300.50 PRODUCT COST \$150.25 YOUR PROFIT \$148.75 before basket, candies, and gift wrap/ribbon 	<ol style="list-style-type: none"> Satin Hands, one product Satin Hands, second product Satin Hands, third product—Set \$34 Travel Rollup Bag \$30 Dance to Life shimmer lotion \$16 Eye Color Bundle \$19.50 Ultimate Mascara Black \$15 Indulge Eye Gel \$15 TimeWise Body Lotion \$28 Mini Compact Empty \$16 Lip Gloss \$14 Lash Primer \$15 <p>*** Business Card & Gift Certificate</p> <ul style="list-style-type: none"> TOTAL RETAIL \$202.50 PRODUCT COST \$101.25 YOUR PROFIT \$97.75 before basket, candies, and gift wrap/ribbon 	<ol style="list-style-type: none"> Satin Lips, one product Satin Lips, second product—Set \$18 Mini Compact (empty) \$16 Nail Polish \$9 & Eye Applicators \$2.50 Mint Bliss Foot & Leg \$10 Ultimate Mascara Black \$15 Eyeliners Violet Ink \$12 Beauty Blotters \$6 Lip Gloss \$14 Facial Cleansing Cloths \$15 Lash Primer \$15 Eye Intrigue Quad \$20 <p>*** Business Card & Gift Certificate</p> <ul style="list-style-type: none"> TOTAL RETAIL \$152.50 PRODUCT COST \$76.25 YOUR PROFIT \$72.75, before basket, candies, and gift wrap/ribbon

The World's Most Romantic Man

"12 Days of Christmas"



A gift for your sweetheart's pillow each evening (or morning) for 12 days in a row... Beginning on December 14 and ending on Christmas Day (or beginning December 21 and ending on New Year's Day)

12 individually wrapped gifts one for each evening (or morning) beginning on the day of your choice and ending 12 days later

No shopping at the mall, free gift wrapping, and then the rest is up to you, Mr. Romance!

Platinum—Retail \$299	Gold—Retail \$199	Silver—Retail \$149
<ol style="list-style-type: none"> Satin Hands Set Dance to Life shimmer lotion Mini Compact empty TimeWise Body Lotion Ultimate Mascara & Eye liner Satin Lips Set Oil-Free Hydrating Gel Lip Liner & Lip Gloss TimeWise Eye Cream Eau de toilette lotion & gel Eye Color Bundle Travel Rollup Bag & Gift Certificate <p>Gift Certificate for a complimentary "NEW YEAR! NEW YOU!" PAMPERING SESSION ALSO INCLUDED.</p>	<ol style="list-style-type: none"> Satin Hands, one product Satin Hands, second product Satin Hands, third product—Set Travel Rollup Bag Dance to Life shimmer lotion Eye Color Bundle Ultimate Mascara Black Indulge Eye Gel TimeWise Body Lotion Mini Compact Empty Lip Gloss Lash Primer & Gift Certificate <p>Gift Certificate for a complimentary "NEW YEAR! NEW YOU!" PAMPERING SESSION ALSO INCLUDED.</p>	<ol style="list-style-type: none"> Satin Lips, one product Satin Lips, second product—Set Mini Compact (empty) Nail Polish & Eye Applicators Mint Bliss Foot & Leg Ultimate Mascara Black Eyeliners Violet Ink Beauty Blotters Lip Gloss Facial Cleansing Cloths Lash Primer Eye Intrigue Quad & Gift Certificate <p>Gift Certificate for a complimentary "NEW YEAR! NEW YOU!" PAMPERING SESSION ALSO INCLUDED.</p>

Each basket will be customized for your special lady, actual products may vary.

Mary Kay Beauty Consultant _____
 Phone Number _____ Email Address _____
 Website _____

Free delivery at your request.
 I accept VISA/MC/DISCOVER/AMEX

Gift Certificate



I appreciate you,
and I want you to have
a gift of pampering
after the holidays.
Please make an
appointment for a "new
year" makeover for
yourself, and here's a
\$10 gift certificate for
you to enjoy!

*Please call me to set up your pampering session appointment.
Please feel free to invite a girlfriend to share it with you, if you'd
like! Expires Jan 31, 2013*

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The World's Most Romantic Man

"12 Days of Christmas" - Consultant's Script & General Info - Holiday 2012

SEPTEMBER / OCTOBER / NOVEMBER / DECEMBER

Now is the time to prepare a beautiful basket, using the instructions attached, to "show and tell" those wonderful men who want to be the "World's Most Romantic Husband" this Christmas with a "12 Days of Christmas" basket.

- Find a beautiful basket. You will prepare it, fill it with product gifts, and it will be your beautiful demonstrator basket to "show and tell" as you are out and about. Think about all the places you go where men work—at an office, at a car repair shop, at an upscale business, at a concrete plant... men are everywhere, and they hate to shop for their wife, mother, daughter, etc. You can recommend a basket for his mother, wife, sweetheart, teenage daughter, etc., and you will be his new personal shopper. *The sheet without the individual prices & profit margin is the handout sheet*
- Take the products listed on the last sheet, and wrap each product in two sheets of tissue paper -- two different beautiful colors of tissue, turned on the diamond, so both ends show at the top - and then tie a simple fabric wired ribbon around the product
- Do all 12 "days" of products, and put the individually-wrapped gifts into one basket, or hat box, or beautiful container to take with you to show to men. I have sold numerous baskets by simply talking about the opportunity, and then I'll bring in the basket from the car if he wants to see it up close. Be careful with it, as it can get dog-eared if not treated gently.
- You will show the gentleman how he can be the "World's Most Romantic Man" and have a gift to place on his wife's pillow every night or during the holidays—without ever going to the mall, and without having to gift wrap it himself! He's going to love you, and so will his sweetheart!
- Take payment up front, let him pick out the delivery day, and place your order to get your products... it's fun, and his wife/girlfriend will be wow'd --- I always say, "You put a gift on her pillow every morning or night for 12 days in a row... I can't be held responsible for what happens after that!"

SUGGESTED CONVERSATION

Hi, John. I'm _____ with Mary Kay Cosmetics, and I'm a personal shopper for lots of gentlemen during the holidays. Has your wife or sweetheart ever accused you of being the World's Most Romantic Man? No! I can't believe it... So, you need my help then! I have a beautiful "12 Days of Christmas" basket that is promised to change your sweetheart's mind about you! The basket is beautiful by itself, but inside it are 12 different gifts, each one wrapped and ready for you to put on her pillow each evening (or morning) during the 12 days before Christmas. *You don't have to gift-wrap, you don't have to visit the mall, and all I need is your check, cash, or credit card. All you have to do is put a gift on her pillow every morning or night for 12 days in a row... I can't be held responsible for what happens after that!* Could you get excited about that? Would you like to order one, or more than one, so you can give one to your mother or your daughter too?"