



Christmas Coffees



Premier Club Director, Meredith Taylor hosted these Christmas Coffees during her DIQ. She got 20 new recruits from October—December. Her goal was to hold 10-20 of these parties and earn \$500—\$1000 per Christmas Coffee!

Call your Hostess & say this BOOKING SCRIPT:

Would you like to receive 50% off your Holiday Shopping with me? It will only last 45min to an hour. You must have 6-10 ladies there, and you'll get 50% off all your holiday shopping. Then you won't have to go to the mall and deal with all the craziness. I do all the gift wrapping for you...All you need is coffee and some fun holiday cookies. Here's our Look Book, so you can start choosing what you want! Let's schedule this now, so everyone can get their Holiday Shopping done early! This is going to be so much fun!

What You'll Need:

- Bring Satin Hands to do on all Guests
- Holiday Music CD, player & Holiday Candle
- Have 5 Sets at 5 price points to sell (5-6 of each set)—already wrapped. Including Satin Hands Sets. \$15, \$30, \$40, \$45 & \$50 (Thinking of You Perfume & Lotion set=\$50)
 - Holiday Look Books
- Every Guest gets a BAG with 1 of each in it
 - Skin care profile card
 - Gift List
 - Holiday Wish List
 - sales tickets for each guest
 - Pen
 - A Hershey's Kiss or other small candy

What to Do:

Mix & Mingle at the party, casually in the living room. Have each guest go through their Bag with everyone first and fill out their Profile Card! Then say, "Just for being here, you get a complimentary skin care consultation and holiday look from me, and I'll schedule it with you today before I leave." How many of you have a holiday party to attend?"

Second, have them pull out their Gift List... Have them write down some of the items they see in the Look Book that they would like to purchase for family and friends. Tell them, "Here's the deal....for every 2 items you buy today, you

get the 3rd at 1/2 off (the lesser value one)"

Most buy 3, 6, or 9 gifts.

Have the Hostess do Satin Hands, near the coffee & cookies. (I'm grooming her to be a Consultant)

Show the Sets you brought and tell them the prices (include tax & wrapping)

They are all set up to take home today!

My average sales per person is \$85 x 6 guests = \$500+ per Christmas Coffee! Plan to hold 10-20!

As you are ringing up sales, ask each of them

1. "Did you have fun today?"
2. Are you excited to get a holiday look? Do you have any special parties you want to get glammed up for? Let's schedule that time now.
3. Can I get your Gift List and profile card?
4. Pull out their 10 reasons to join Mary Kay & Interview them.
5. Ask her "Did you get everything you wanted? Or would you like to hear about my Holiday Hostess Program? With 6+ people, you get 50% off. (With only 5 people, you get 40% off.)"

