



Holiday Strategy



GET YOUR RUNNING SHOES ON!
PRE-PLAN YOUR HOLIDAY STRATEGY

**Failing to Plan is Planning to Fail
...Plan for Success!!**

Fall/Holiday 2012. *See intouch for full details!*





GET YOUR RUNNING SHOES ON!

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 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 & 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 & 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 & collect "Wish Lists"— This will develop your base of people to work with for holiday sales.
 - Who do you know who is 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 & 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 decisions 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 to train their employees?
 3. **FUN PACKETS:** Who works with a lot of people (women or men) or sees a lot of people (women or men) 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 wife, husband 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 & 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 (a service for their tenants), schools (primary schools for staff members or colleges for students & staff), businesses (as a convenience for employees) 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?

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Planning to Fail
Plan for Success!!**

Fall/Holiday 2012. *See intouch for full details!*



- **Mary Kay® True Original™ Cologne**
(*\$36 suggested retail*)
Confident. Authentic. Committed. The qualities of a truly original guy, now captured in a fragrance as unique as he is. **Mary Kay® True Original™** is a clean and contemporary aromatic scent your customers are sure to love.

Section 2 sampler available.



Special Edition Products

(Available Sept. 16, 2012, through Aug. 15, 2013, while supplies last.)

- **Mary Kay® Dance to Life™ Eau de Parfum**

(\$50 suggested retail*)*

In celebration of Mary Kay's 50th anniversary and in honor of unforgettable women everywhere, we are proud to offer this special edition **Dance to Life™ Eau de Parfum** and **Radiant Shimmer Lotion**, both of which are available from Sept. 16, 2012, through Aug. 15, 2013, while supplies last.

This scent is a wonderful medley, including top notes of floral and citrus for the woman who doesn't just go through the motions, but dances with every beat of her heart.

Dance to Life™ Eau de Parfum captures the dreams, triumphs, inspirations and possibilities that are the rhythm of every woman's life. Live. Inspire. Be moved.



Section 2 sampler available.



- **Mary Kay® Dance to Life™ Radiant Shimmer Lotion**
(*\$16 suggested retail*)

The perfect complement to the **Mary Kay® Dance to Life™ Eau de Parfum**, layer the luxurious Radiant Shimmer Lotion next to clean, fresh skin and then apply the **Dance to Life™ Eau de Parfum** for long-lasting fragrance.

No sampler available.



Limited Edition Products/Promotions

(Available while supplies last)

• Mary Kay® Hollywood Mystique Collection

Help women channel their inner Hollywood starlet and go from demure to alluring in one take. This fall's trend collection can have you and your customers looking fabulous!



○ Mary Kay® Bold Shine Lip Color

(\$15 suggested retail)

Get the perfect combination of extreme, rich color payoff and intense, bold shine. The creamy, lightweight liquid formula of **Bold Shine Lip Color** quenches lips with moisture as it glides on to deliver stay-true color. Provides a smooth, even finish. Choose from two shades: *Poised Pink* and *Radiant Red*.

○ Mary Kay® Eye Intrigue Color Quad

(\$20 suggested retail)

Velvety soft to the touch, this new lightweight powder formula provides true color payoff and a smooth, even finish. The color glides on easily and holds on. The buildable coverage and superior blendability let you layer any of the four shades for deep color effects.

○ Mary Kay® Gel Eyeliner with Expandable Brush

(\$16 suggested retail)

The water-resistant, quick-drying Gel Eyeliner delivers intense color payoff as it glides along the lash line without tugging or pulling. You'll get precise application with the expandable brush applicator, perfect for creating fine to dramatic lines with ease. Choose from two shades: *Jet Black* and *Tempting Teal*.

○ Mary Kay® Nail Lacquer

(\$9 suggested retail)

Get an instant, high-gloss finish from this long-wearing Nail Lacquer in two irresistible shades. The color applies evenly and smoothly thanks to the easy-to-use brush. Colors resist fading as the durable finish protects nails. Removes easily. Available in *Radiant Red* and *Tempting Teal*.

• Beauty That Counts® Mary Kay® NouriShine Plus™ Lip Gloss

(\$14 suggested retail)

Pink Changing Lives®

You can join Mary Kay in its worldwide efforts to change the lives of women and children through your purchase of **Beauty That Counts® Mary Kay® NouriShine Plus™ Lip Gloss**. In the U.S., from **September 16, through December 15, 2012**, \$1.00 will be donated from each sale of limited-edition+ **Beauty That Counts® Mary Kay® NouriShine Plus™ Lip Gloss** in *Inspiring* and *Possibilities*. As part of this effort, in the United States, Mary Kay Inc. is proud to support The Mary Kay FoundationSM in its efforts to end domestic violence.



My Weekly Plan

My Time

Family Time

IPAs

MK Time

Faith

Job

Recruiting

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							

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 will 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 so you can follow up with their "Santa". (This will be done in Nov & Dec)
- 6 Offer a variety of classes - skin care, glamour, nail care, 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!

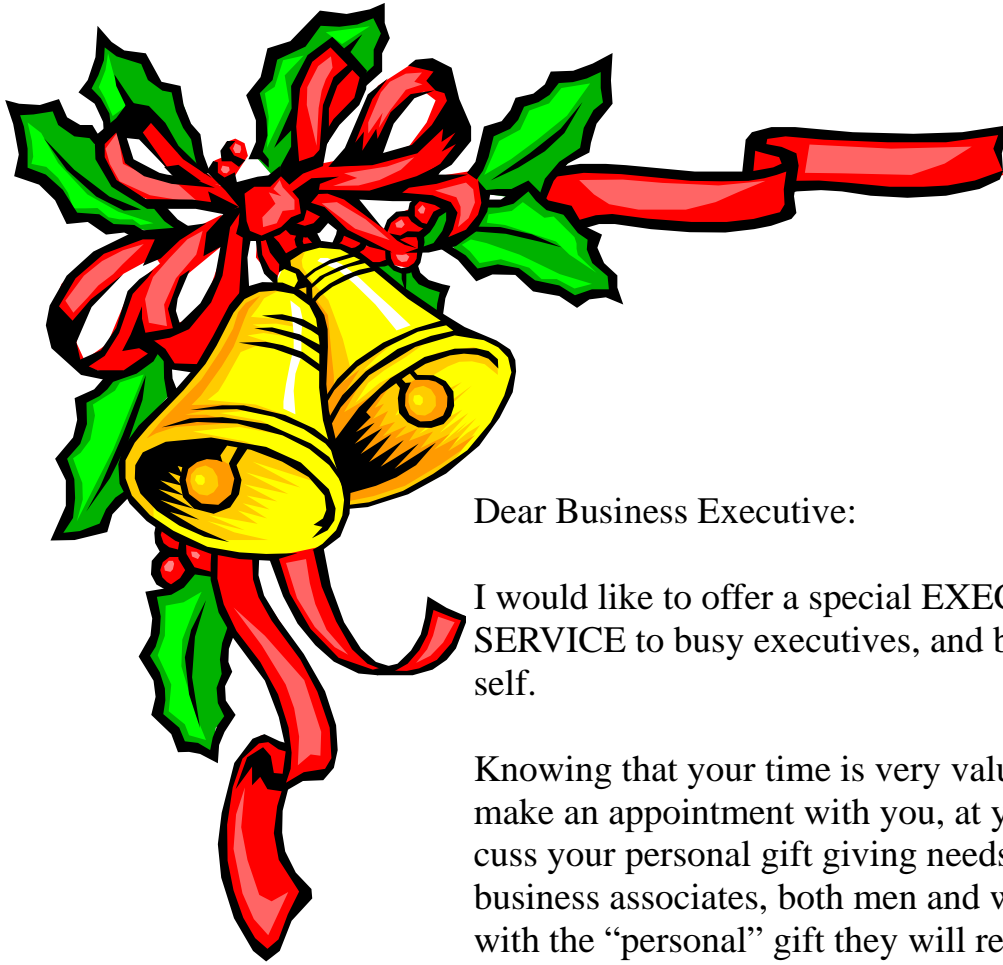
November Plan...

- 1 Follow up with all business contacts & leads
- 2 Continue to book shopping coffees, skin care, glamour & nail care 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 business - 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 & glamour appointments. (Help them prepare for parties & people by looking their best)
- 5 Talk to men about 12 Days 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 & prepare for an exciting new year of opportunity!





Dear Business Executive:

I would like to offer a special EXECUTIVE SHOPPING SERVICE to busy executives, and business owners like yourself.

Knowing that your time is very valuable, I would like to make an appointment with you, at your convenience, to discuss your personal gift giving needs. Your employees and business associates, both men and women, will be delighted with the “personal” gift they will receive for the holidays.

In about 10 minutes you can make your selections in the price range you desire. All gifts will be beautifully wrapped and delivered to you on the date desired—at no extra charge. I’ll take over the date remembering task for you and you’ll find this to be a great time saver.

I will call you in a few days for an appointment.

Thank you for your consideration.

Cordially,
Professional Beauty Consultant



Contact Business Gift Buyers and Boost Your Holiday Sales!!

Calling All businesses! Calling All businesses! Calling All businesses! Calling All businesses!

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 the businesses in this 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 \$2 to \$40 or more, and I will holiday 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 of the total cost and 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, Ohio, 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 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 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 People	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.

Even if they don't buy this year, the good impression you make will be remembered in the future.



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, Velocity, TimeWise classes, 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!
- ⇒ Start “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” CD’s prepared.
- ⇒ Start following up with PCP customers.
- ⇒ Target: Booking Skincare Classes, 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 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 House(s). This is for Consultants with ample customers locally to them.

Holiday Time Table cont.

October 16th—31st:

- ⇒ Continue booking Wish Lists and warm chatting with the Go-Tote.
- ⇒ Have guests at every meeting! Offer a free Nail Color or 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. Skincare, glamour, nails, pampering, 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 holiday selling season and the tax advantages for the entire year.

November 1st—15th:

- ⇒ Continue booking, Wish Lists and warm chattering with the Go-Tote. Now you can offer Holiday Makeovers.
- ⇒ Have guests at every meeting and at 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 could call back.
- ⇒ Continue following up with business leads. If they are not interested 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 business 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 may want to offer a special goody 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 Certificates to use at their facial and makeover or Domain for men sample and \$10 Gift Certificate. Charge your cost 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 with Go Tote!
- ⇒ 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 booked 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.



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. _____	_____	_____

12 Week Plan to Earn \$3000 by Christmas

Commit To: 2 hours a week for unit success meeting / training 5 to 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 6	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!

10 Great Reasons to
BEGIN
Your
Mary Kay Career
during the
HOLIDAY Selling Season!



You get to take the tax benefits at the end of the year! It's just like having a baby in December.

You'll be ready for the new year, when women are looking for new looks, new opportunities, and time-saving services. They also have gift money to spend. Everyone is looking for the post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you will miss the opportunity.

You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.

You will be able to take advantage of a fantastic discount (50%) on all of your Christmas presents for your friends & family. You'll also be able to help friends & family spend money they received as gifts.

Are your friends and acquaintances going to holiday parties? Help them with a great holiday look! Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings!

Make immediate sales by letting your friends and family know that your store is open for 12 Days of Christmas gifts, fragrances, last-minute stocking stuffers, and wrapping services.

Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them about your new Mary Kay career and write off the calls!

You will look fabulous this holiday season! You will receive great training and ideas on Christmas glamour techniques to look your best from Mary Kay and our unit.

Are you going to travel to see friends and family over the holidays? When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills. You can also write off part of the trip! Are your relatives visiting over the holidays? Practice on them over the holidays and get part of your Perfect Start done.

A camera (for before and after photos), an answering machine, voice mail service, or a computer are just a few of the tax-deductible business presents you might buy yourself in December.

Can You Use an
EXTRA \$1,500
 Just in time for
 the Holidays?
 Work Just 30-40 hours!



10 Reasons Women Choose Mary Kay:

1. **CASH!** You get a 50% discount as a consultant, and sell products at full price.
2. Our products are simply irresistible this holiday season! You'll love all the fragrance options, and our new glamour products are amazing! Are you ready for your own Christmas shopping spree?
3. We have an unparalleled career opportunity & free training program.
4. Your part-time career can be worked around family time & responsibilities. There is no 9-5 grind in Mary Kay—it fits into your current schedule!
5. Mary Kay philosophies include: God first, Family second, & Career third; The Golden Rule; No sales territories or monthly sales quotas!
6. Excellent tax advantages for the self-employed!
7. Prizes for recognition & achievement. You can even earn the use of a free car.
8. **Dual Marketing Plan:** Mary Kay is not a multi-level pyramid. There is only one wholesale buy and one direct sale. Each consultant buys product directly from the company. Advancement is individually earned.
9. A management position is attainable almost immediately! You can easily move up within months of joining Mary Kay Cosmetics—your progress is up to you and directly corresponds to your consistent effort.
10. The company offers a one-year ninety percent (90%) Buy-Back Guarantee on inventory. If you sell anything or use the product personally, you can't lose!

LOOK HOW EASY THIS WILL BE:

Step 1: Order Your Mary Kay Showcase.
(\$100+ tax & shipping)

Step 2: Place a \$1,800 Wholesale order.
(\$3,600 Retail + FREE PRODUCT)

Your order can include our fabulous
 line of Christmas products

(This \$1,800 order can be broken up into several smaller orders. Free product amounts will change based on order.)

Step 3: Hold 12 Appointments.

Appointment Options Include:
 Holiday Showings, Open Houses,
 Classes, Facials, Coffees, Silent Hostesses, etc.

Goal: Sell \$250+ at each appointment in October, November, &/or December

Hold 1 or 2 appointments a week.
 Spend under 2 hours at each one.
 Add 1 hour of phone time to set and follow up on these appointments

\$3,600 in Total Retail Product

Subtract your product cost (\$1,800),
 15% Hostess Credit (under \$500),
 & your showcase (\$100).

YOUR PROFIT WILL BE \$1,500+ (APPROX)
AN AMAZING \$40 AN HOUR FOR A PART-TIME CAREER! *(1,500/36 total hours)*
(Plus, you'll receive your personal & holiday gift products at cost)



How to Think Like a Retailer

- Start delivering Christmas gifts to businesses. Bring a basket of other gift ideas for their wife, friends, and family. Make them sizzle! Remember our 100% guarantee!
- Begin to contact men about Christmas ideas for their wife. Follow up on wish lists. They may not be ready to buy— but you will keep them thinking about you. Ask when to follow up & at what number to reach them. Offer to email them with pictures and gift ideas.
- Take advantage of a Mary Kay After-Thanksgiving Sale.
- E-mail your customers with gift ideas, including pictures. Have lists of "Who Have You Forgotten?" included. Offer gift solutions at each appointment.

Selling in November:

- Begin making holiday deliveries. Always bring extra gifts, products they use often, and lotions/fragrances with you! Don't forget to follow up on their personal needs— skin care, glamour and moisturizers for winter!
- Hold a Holiday Open House! Have gift ideas in many price ranges. Ask each person to bring a friend and receive a gift.
- Book Holiday classes NOW! Everyone has some kind of party or event coming up that they want to feel special for. We'll go out and buy a new dress for \$100+ and think nothing of it. Share how much more beautiful she will feel with great skin and a personalized look. With all the holiday pictures in the future, now is the time to update skin care and glamour! Hold appointments every other Saturday at your home to turn facials into classes (be your own hostess). Set up holiday decorations in your office or class location, light a candle, and make it feel like Christmas!
- Have each appointment fill out their Wish List! We're all thinking holidays now!
- Call as many of your customers as possible the weekend after Thanksgiving. Ask them what gifts they would like to order, and if they have any other holiday needs.
- Begin talking with men at church, work, friends, etc. Remind them that if their wife isn't happy with the gift for any reason, you can exchange it. This may be your opportunity to open the door to people you have been hesitant to approach.

Recruiting in November:

- November is the time to close potential recruits. The holiday season is an easy time to sell. Everyone is interested in buying at 50% off and earning extra cash for the holidays. Don't spend time trying to talk her into selling; let the products do the work. If she is unsure, ask her to schedule a Holiday Gift Show at work or with friends and family. We know they will all love our products, and it will be easy to close her decision with so many potential orders and so much interest & excitement!
- What a great time to begin a new business! She can do all of her shopping at cost! It's also a great time because she's already getting together with friends and family all month. It's a great time to bring up the fact that she's now selling MK too!

For Even More Great Holiday Ideas Visit www.usbizcommunity.com/holiday

BOOKING DURING THE HOLIDAYS

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."

"_____, I know what you mean. The holidays are a great time to get back in touch with loved ones. What I am finding is many of my clients are wanting to try a new look for all those Holiday Parties. We can do a private consultation or maybe make your own party of it and invite some friends over."

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

"_____, 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 free Mary Kay toward a lovely gift for yourself. Plus we can play with some Holiday Party Looks."

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

"That's fantastic, _____. I love being with family for the Holidays. Do you think some of your guest would enjoy a makeover pampering? Maybe you can schedule me to be your entertainment for an evening before you go out to dinner or before a party

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

"I can understand. This is a busy time of year for most people. That's one of the reasons I selected you. You know so many women who are on-the-go too and you could probably all use some time to be pampered. It will only take an hour and you can get some of your shopping done while being pampered and spending time with friends."

"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 baby-sits for the kids when you hold your skin care class or Christmas Coffee."

"It's so cold and inconvenient to go out in this weather."

"_____, you'll be surprised how, by inviting a few friends over for a free makeover, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. We can do a Pampering Party around the fire place with hot chocolate and I can show you some of our newest items like Kisses by Candlelight...that will really warm you up!"

Get an objection that you don't know how to overcome and call me to brainstorm ideas that might have worked.

By overcoming holiday booking objections, you can have a full datebook and a successful holiday selling season!





Holiday Open House Tip: *Testing Center*

Open houses are a great way to increase sales and share the opportunity. This year, at your open house, set up one table as a "testing center." Using **RETAIL** sized items, you can give your customers a way to try each item before they buy for themselves or as a gift for someone else.

- On one placemat, arrange all the women's colognes to be used as testers. Use another placemat for the men's colognes.
- Put a placemat for the limited edition items (so customers know these need to be purchased now while supplies last and not part of the regular line).
- Put a complete collection on a tray in the center of the table as a reminder to skin care customers to stock up!

Just like in a department store, using a testing center can be the extra help you need to close the sale on a product!



Holiday Sales Idea

Even if you are a part time Consultant, or hold a job in addition to your Mary Kay business, you can still get involved in Holiday sales! You can use your lunch hour to help increase your profits.

If permitted, set up a display basket of products in a lunchroom or conference area. Once sales are made, agree upon a delivery date or bring orders to work the very next day!





Holiday Action Sheet

Name: _____

Strategizing for Holiday Selling Success!

My Goal is to sell \$ _____ Retail this Holiday Season.

Here is a checklist to help you have the most profitable & FUN Holiday Selling Season ever!

JULY/AUGUST ACTIVITIES:

- I have CONTINUED booking/holding appts for spending cash/hotel @ SEMINAR!
- I have ordered ADDITIONAL hand creams/shave creams for my Holiday Baskets.
- I have taken an INVENTORY of my Gift Wrapping Supplies.

SEPTEMBER ACTIVITIES:

- I have selected my Holiday Selling Season Retail Goal.
- I have planned my activities so that I MEET my Holiday Selling Season Retail Goal.
- I have placed my Holiday wholesale order into the company NLT September 20th
- I have ACHIEVED MY STAR CONSULTANT STATUS for QTR ending 9/15
- I have made my personal MK Holiday Gift Giving List for family & friends.
- I have made a list of all the business contacts I know.
- I have selected the dates for my Holiday Open House & Open House on Wheels Weekends.
- I have assembled my Holiday Business Folders.
- I have sent out my Holiday Preferred Customer shopping letter & completed follow-up calls for early orders.
- I have collected all the email addresses of my customers.
- I have purchased & assembled my promotion for Breast Cancer Awareness Month by 9/29
- I have selected my children's Halloween costumes.



Holiday Action Sheet

OCTOBER ACTIVITIES:

- [] I have planned the date of my "MaScarry Marathon" Sale.
- [] I have sent out my "Save the Date" Postcard to my customers for my Open House.
- [] I have set my promotion for Breast Cancer Awareness Month (cotton balls in pink tulle)
- [] I have made my personal mammogram appt & ordered Breast Exam Shower Cards
- [] I have created my personal Christmas Card List & bought cards.
- [] I have taken my family photo & created our Holiday Letter.
- [] I have purchased my wrapping supplies & set-up my wrapping station for MK product.
- [] I have purchased my personal wrapping paper, bows & tape supplies
- [] I have made my master list for gift giving.
- [] I have begun booking my Holiday Collection Preview Shows.
- [] I have begun carrying my fragrances with me everywhere I go.
- [] I have begun my personal Christmas shopping.

NOVEMBER ACTIVITIES:

BEGINNING OF THE MONTH:

- [] I have followed-up with EVERY business contact I know.
- [] I have ordered EXTRA of my most popular selling items.
- [] I have ORGANIZED & SELECTED the sets/collection that I am focused on selling this Holiday season.
- [] I have completed my personal Christmas shopping.
- [] I have prepared my "Holiday Open House on Wheels" in my trunk (see separate handout)
- [] I have begun calling all of my customer's husbands/Secret Santas to share my services.
- [] I have selected the dates for my Holiday Open House on Wheels Weekends for this month.

BY THE END OF THE MONTH:

- [] I have collected a Holiday Wish List from all my customers.
- [] I have continued booking Holiday Previews, Coffees & "On the Go" appts.
- [] I have followed-up with my Preferred Customer Program optional mailers.
- [] I have completed this list of ALL the email addresses of my customers.
- [] I have prepared my shopping list for our Thanksgiving Day celebration.
- [] I have completed our Family Holiday Letter, duplicated photos, addressed/stamped all Christmas Cards.



Holiday Action Sheet

DECEMBER ACTIVITIES:

- [] I have followed-up with all of the husbands/men—they are beginning to get SERIOUS!
- [] I have a spouse for each Holiday Wish List I have had a guest complete.
- [] I have told each spouse about my “12 Days of Christmas” Gift Service.
- [] I have created my personal Christmas Card List & bought cards.
- [] I have mailed my Christmas Cards.
- [] I have wrapped ALL of my Christmas presents by 12/17!
- [] I have my trunk FULLY stocked with gifts at ALL times.
- [] I have called EVERY spouse for last minute stocking stuffers & gifts.
- [] I have CONTINUED booking Holiday Appts.
- [] I have made one last call to each business contact for last minute gift giving & rapport.
- [] I have begun booking my “New Year, New You” Makeover Parties - Dec 26th thru Jan 1st.
- [] I have ACHIEVED MY STAR CONSULTANT STATUS for QTR ending 12/15
- [] I have ordered the NEW Products & Section 2 supplies launched on DEC 16th!
- [] I have ENROLLED in the WINTER PCP Program for the Spring Mailing
- [] I have wrapped & mailed my customer appreciation gifts for “A” list customers.
- [] I have recruited every potential team member possible to give them the tax advantage.
- [] I have donated my unwanted products to a women’s shelter or home BEFORE Christmas.
- [] I HAVE MET MY HOLIDAY SELLING GOAL! VICTORY & CASH are MINE!

DECEMBER 26th - JANUARY 2nd ACTIVITIES:

- [] I have booked/held 10 “New Year, New You” Make-Over Appts for the week.
- [] I have cleaned-out my product cabinet & trunk, and organized my Section 2 samples.
- [] I have taken a year-end INVENTORY count of all my products for my taxes!
- [] I have updated my BLVD. Software w/ my current inventory levels for the new year.
- [] I have begun to organize my receipts/product manifests/sales tickets for my taxes using the “End of Year” Tax Organization Checklist.
- [] I have given my office asst. my credit card # to register me for Career Conf in Jan.
- [] I have decided on my GOALS for the first quarter of the New Calendar Year.
- [] I have taken down my OLD goal posters & made NEW ones for my current goals.
- [] I have begun writing in my journal for personal growth & discovery.
- [] I have put together my SUPERBOWL SPECIAL flyer & prepared to mail it
- [] I have selected my VALENTINE’S DAY promotion/set & PLANNED my Success