



Contact Business Gift Buyers and Boost Your Holiday Sales!!

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 _____"

_____. I'm an Independent Beauty and Skin Care Consultant, 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 | | |
| Social/Civic Groups | Insurance Companies | |
| Doctors | | |
| Self-Employed People | Hotels | |


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 and 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.



Contact Business Gift Buyers and Boost Your Holiday Sales! Who knows best but the person that started everything we use for Business Boosting Sales!!

By VelerieJean

I have lists of businesses throughout many states: FL, GA, NY City, and Ill. I started in those places because I lived in FL and went to NY to see my Mother and Ill. for my Husband's business. Now I have expanded into MA over the last year since there is no Mary Kay representation there. If there is some one out there working Mary Kay none of the businesses have seen anyone. Once I find out no one is working the businesses then I jump on it.

Before I ever held a facial I was selling merchandised items. I got the idea from my retail days when we had 44 gourmet stores. To impact the market with our gifts I would sit up nights making ceramic moles. I used to make ash trays (can you believe that - now I know why people tell me to write a book). When we were in the cheese & wine gourmet business I would take those ashtrays, stain them the color of all the different cheeses from around the world, turn them upside down, slap a label on them and now it was a dumpy for my gift boxes. I would make up several different ones, take a picture, and do a mailing.

Well, now I am in the Mary Kay world, afraid to do a facial, and hope and pray no one wants one because I do not wear glamour etc. I needed money, had just gotten my inventory, now what (title of my book - "Now What, So What"). MERCHANDISING? YES!!!! I CAN DO THIS!!!! That is how it all started. Mary Kay did not have any merchandising ideas back then. I had sent into the company my coffee and cream idea 16 years ago and well, it is now part of Mary Kay. Same with the mock basket also known as 12 days. I have always collected business cards from businesses to create my mailing lists. I don't know why it is so easy to me but it is. My first year in Mary Kay I had 1500 names of businesses. Sent out my flyer. 6 Owners showed up at my open house. Sold \$2400 in 6 hours and one owner purchased \$1200 in gifts that I delivered on Christmas eve.

I have always done all my own merchandising. While today I have people working for me to help me with all the deliveries, shipments, packaging, and maintaining the inventory, back then I did it all my self. My first year I sold my whole \$20,000 inventory in 8 months. The next **year I sold \$70,000** in the same time frame (Oct 25th - May 30th) and was #2 in the court of sales and still had not done a facial. I did not do a facial until my 3rd year in Mary Kay. That is the year I won my first car.

I see many e-mails saying you cannot make money just selling the product. While it is always my goal to be a big director and I continual work on that area since it does not come as easily to

me as does the selling, I am here to tell you I put us back into a home and paid off 450,000 of debt in 6 years. I joined the company in May 1984 and was back in a home September 1987, paid off most of my debt by 1988, and had 25,000 in my savings account. Sharon Harmon was my banker for my first year. I did orders weekly so I could be a star. Because I was in such bad financial shape I had to sell every week. So I gave her the money to hold so I would not spend it. At the end of each week (Monday night meeting), I paid myself, reinvested in my business, gave her my Seminar allotment for the week, and went out and did it again. After the first year I was able to account for my money myself and that is when I came up with my Money Management System and the Piggy Bank ideas.

I do everything you can think off with a business. From a realtor buying the house warming gift for a new owner or Holiday Thank You Gifts for purchasing a home this year, to the favors at a Hotel for an upcoming seminar or convention. The one we have in the wings for October is a resort in the Catskills where we are doing the favors and the door prize and we will be in a room available for the wives to come see us for glamour tips etc. while their husbands are at their meetings.

I buy merchandising all year long at Dollar stores, Christmas Tree Shops, Basketville, etc. Always after a holiday or way before a holiday. That is another reason why I can do a shopping spree for my consultants without it being costly. I do not buy much from the vendors. I buy merchandising items and they love to win that for their business.

To get the word out about my service I attend business activities. And I constantly hear I did not know Mary Kay had such a service. As a result I am constantly invited to attend business activities. I am seen as a business person who means business. Just got invited to a Good News Breakfast to present my service on October 11th to 150 business owners. I know I will pick up some new business accounts. I would say it is mainly letting business owners know I have this service. Today I have an appointment at the local hospital for Doctors to hear how my service can help them with their Holiday needs for patients and staff. On one of my trips to Alabama a number of years ago to a new consultant debut over the Thanksgiving Holidays, I went to the local Medical Arts Building inquiring about who used a Gift Buying Service for staff and clients. One of the doctors there placed an order for 16 of my 12 days baskets. I had to go to the local Michael's store to buy supplies since what I brought with me was for the debut. I spent the next 2 evenings in a hotel room putting these baskets together. The most expensive one was 750\$ and since I was driving back to Sarasota and going through Jacksonville, I delivered it directly to the recipients home. That was exciting.

Hope I answered most of your questions. If not, let me know. And you have a great Executive Service Week.

Thanks. Love Ya, VJ

went to 1726 business in MA. I have lists of businesses throughout many states: FL, GA, NY City, and Ill.

PS: The following letter is solely for businesses in the month of September. That particular one just

FIVE GREAT GIFTS FOR YOU!

IN THE SPIRIT OF THE HOLIDAYS JUST FOR SHOPPING WITH MARY KAY!

As a busy executive, you know that time is a precious commodity in achieving success in your business. With the Holiday Season fast approaching, now is the time to start planning your gift giving for valued clients and employees. We are offering to you our Executive Gift Shopping Service to meet your Holiday Gift-Giving needs. The Executive Gift Shopping Service provides you with the following features:

- Customized Gift Baskets
- Gift Certificates
- Bonus Checks can be included in the Gift Baskets
- 100% Product Satisfaction Guarantee
- Products for Men & Women
- Prices start as low as \$10 for Office Grab Bag Gifts

In the spirit of the Holidays, Mary Kay would like to give you these FIVE GREAT GIFTS for shopping with us:

- DISCOUNTS on All Orders over \$100
- Use of our Layaway Plan (pay 1/3 now, 1/3 in October, and 1/3 in November)
- Gifts may be exchanged by Recipient
- FREE Gift Wrapping
- FREE Delivery of Gifts to your home or office

We look forward to assisting you with your Holiday Gift-Giving needs. Call for one of our Holiday brochures.

Sincerely,

Independent Beauty Consultant

CORPORATE SALES

"DON'T FORGET THOSE CORPORATE SALES"



CONSUMER-TREND SURVEY:

94% of executives polled say no one ever contacted them about their holiday gift-giving needs.

88% of executives order their company's holiday gifts themselves and 12 delegate the responsibility.

Largest group of executives said they spend \$25 to \$50 on employees and \$35 to \$55 on clients.

There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of \$25 per gift but most feels this is too low and spends more.

Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate Vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that 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, senior 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 multistep 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 is needing." Or, "This is about a gift for you".

6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorize payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

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.

It's nice work, so get on the phone, stop by that office, follow up with that fax and CLOSE THE DEAL!

**MERRY
CHRISTMAS**



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



Dear

As a busy executive, you know that time is a precious commodity in achieving success in your business. With the Holiday Season fast approaching, now is the time to start planning your gift giving for valued employees and clients. As an

Independent Beauty Consultant for Mary Kay Cosmetics, I am offering Executive Gift Shopping Services to meet your holiday gift-giving needs.

The Executive Gift Giving service provides you with the following features:

- Customized Gift Baskets
- A Variety of Beauty and Fragrance Products for Men and Women
- Gift Certificates
- Bonus Checks Included in the Gift Basket (Optional)
- 100% Product Satisfaction Guarantee
- Variety of price Ranging from \$10-\$250
- Discounts on All Orders of \$100
- Payments by Cash, Check, Visa or MasterCard
- Free Delivery of Gifts to Your Home or Office.

This service eliminates the hassle of holiday shopping at crowded malls while still providing a personal gift to every employee and client on your list. The delivery date will be determined according to your scheduling needs, either to your home or to your office. All products are 100% satisfaction guaranteed and may be exchanged if needed by the gift recipient.

I know your time is valuable and it will only take about 15 minutes for me to show you our gift selection and answer any questions about the service. Next week I will call you to set up a time when we can meet at your convenience, to review your holiday gift giving needs.

Sincerely,

Dear

Take a minute to look over the exciting brochure I have sent for your review.

These gift sets are perfect for employees of your distinguished company. I am so excited to be offering them to you as Christmas presents.

As you will see as you browse through the brochure all the products are reasonably priced, practical and best of all can be used daily. The gift sets are available for both men and women making it easier for your selection. Also, with our products they are 100% satisfaction guaranteed. Most employees love our gifts but if they dislike it for any reason we will come to you for a pick up and replacement, no standing in line, filling out paperwork, and asking for receipts.

These sets really do make the best gifts. Best of all, ordering is easy. Simply call me. I'll be happy to take your order right over the phone and set up a delivery date and time. Any company purchasing 10 or more sets will receive a 10% discount on their entire order. For your convenience we take checks, Visa, Master Card, and Discover. Also, we can do three monthly payments to better service your needs. So, order early and have the satisfaction of knowing that a small part of your holiday season is done. Then you can truly enjoy the season without the hassle of finding the perfect gift for your valued employees. We have found the perfect gift for you.

Sincerely,

WHO IS THE BUSIEST PERSON YOU KNOW?

YOU, OF COURSE!!



I know that you would like to spend time selecting appropriate gifts for your employees, business associates, friends and family if you were given the chance. Like most of us, your days are filled with the ongoing tasks of running your business.

Well here is that chance, with the holidays fast approaching; my company would like to help you solve your gift-giving quandary. My company can custom design personalized gifts to please everyone on your list. Gifts personally selected by you in the comfort of your office, beautifully gift wrapped and delivered to you free of charge.

Within the next few days I will phone you to set up a brief appointment to determine your needs and share my ideas. I'm looking forward to our meeting.

Sincerely,

Independent Beauty Consultant





Holiday Wish List

Who's Your Santa?

Fill out the form below and return it to your Independent Beauty Consultant. She'll contact your "Santa" and suggest items from your wish list!

My name _____

My Santa's name _____

My Santa's telephone number _____

The best time to reach my Santa _____

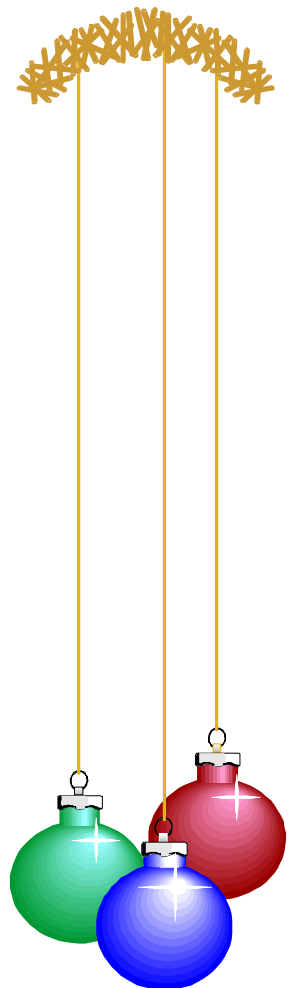
My wish list:

Don't forget these special people when making your holiday gift list!

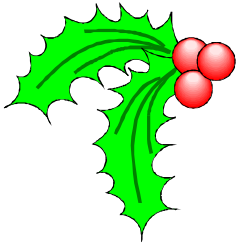
- ! Priest/Minister/Rabbi
- ! Teacher
- ! Secretary
- ! Boss
- ! Co-workers
- ! Baby sitter
- ! Paper carrier

- ! House Sitter
- ! Mail Carrier
- ! Landlord/Apartment Manager
- ! Neighbor
- ! College Roommates
- ! Hairstylist

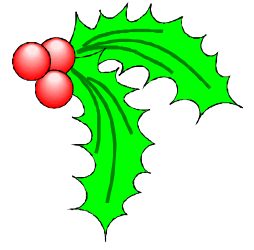
- ! Manicurist
- ! Housekeeper
- ! Unexpected holiday guest
- ! Seamstress/Tailor
- ! Doorman
- ! Car pool riders



! Security guar



HOLDING A SUCCESSFUL



HOLIDAY OPENHOUSE

!Toni always holds her open houses the first weekend of December, Thursday through Saturday. She believes that keeping the same date year after year has helped her by building her customers' expectation of the event. "Last year some of my invitations got lost in the mail," Toni said, "but my regular customers came to my house anyway saying, 'We knew you wouldn't let us down!' It was a great feeling!"

! Open house hours are from 10am to 9pm each day. "That way even working women can make it on Thursday." Toni also lets all her customers know that she takes checks, cash AND MasterCard or Visa.

! Most of Toni's customers on Thursday are people who don't work or who work flexible hours, so Thursday is her "special an hour" day. "Each hour of the open house a different product is featured. For instance, Powder Perfect™ Loose Powder may be on special for half price from 10 to 11am. From 11am to noon, I may offer a free mascara with any purchase over a particular amount." Toni says some of her customers will come in the morning to shop, go eat lunch, then return in the afternoon so they don't miss any of the specials!



To make sure they know what products she's featuring, the invitations contain her list of products and items offered. Toni also points out that customers must attend the open house to receive the specials – phone orders aren't eligible.

! Toni sets up her home like a department store for the open house, grouping products in different rooms of her home. For example:
Kitchen – Toni sets up refreshments, usually festive cookies and cider, in her kitchen. Customers enter her home through the kitchen and fill their plates before moving on, and she always has her registration table in the kitchen so guests can sign up for door prizes. Toni sounds a buzzer once an hour and draws a guest's name. The guest then chooses a prize from a gift basket full of samplers and other small items such as a lipstick case.

Dining Room – As customers enter the dining room, they pick up a paper shopping bag that has been provided. Basic skin care products are arranged on one end of the dining table according to formula – gentle Cleansing Cream 1 next to Moisture Rich Mask 1 etc. - and every shade of Cream and Liquid Day Radiance™ Foundation as well as Oil-Free Foundation is at the other end of the table.

Skin supplements are set up on a smaller table in the room. "I often have the more expensive skin care supplements – Nighttime Recovery System etc. – available for a special price when a customer buys a minimum amount of product. It's a great way for them to get started on the product and they always want more – at the full price!"



HOLDING A SUCCESSFUL HOLIDAY OPEN HOUSE

Continued

Living Room – Toni sets up her glamour displays with seasonal flourishes, such as pine cones, holly, etc.. She always has a special display for the holiday limited-edition glamour collection, and all the holiday limited edition fragrance items also are displayed here.

Downstairs – Every year Toni comes up with a different fun idea for her open house. One year a local designer demonstrated how to decorate with greenery for the holidays. Another year a clothing storeowner presented fashion accessory idea. Last year Toni arranged for a local photographer to take photos of guests who arrived in holiday apparel. “Each interested person came early for a glamour makeover, then had a portrait taken. I sold more than \$1000 in glamour on Saturday.”

! To save on preparation time, Toni doesn’t make up gift baskets before the open house. Instead she has a “make your own basket” area set up so



customers can choose an empty basket and the products they want included. A Consultant is standing by to decorate the basket, or the customer can take the basket home and decorate it herself. “I don’t make money from baskets.

The payoff is that when a customer sees how beautiful a gift basket of products can be they always come back for more for other occasions!”

! Toni recommends having at least four consultants to help, two experienced Consultants and two new Consultants. “The experienced Consultants understand how to work with customers and the new Consultants can learn!” Toni spends her time visiting with customers, explaining products and, most important, booking.

“I keep my datebook nearby so when a customer comes to me wanting a makeover or facial can easily set an appointment. I also have a lot of regular customers who bring friends, so I fill out a skin care profile on them, book a class or facial and give a sampler to the customer for bringing a friend.”

! Toni believes that open houses are perfect for giving a new Consultant’s business an early boost and advises her unit members to try having a “hostess an hour” to guarantee a full house. Toni suggests asking five hostesses to bring three people during set times of the day and gives the hostess her choice of hostess credit or her buying what she wants at a special price. “I had one hostess bring 11 people, and I had more than \$2000 in sales in that one hour! The hostess chose credit.”

! Recruiting isn’t forgotten during Toni’s open house. “When they see the beautiful products and the excitement my Consultants and I have for our careers, it’s easy to talk to people about this business and invite them to my unit meeting.”

! After her open houses are completed, Toni sits down to call customers who weren’t able to attend. “I’ve found I can sell an additional \$1000 to \$2000 over the phone simply by following up. It’s almost like a fourth open house!” Toni says her attendance grows every year, mostly through her customers spreading the word. “Having my open houses on the same date just gives me such an advantage. I even have customers volunteering now to help. What better way to find great recruits!



HOLDING A SUCCESSFUL HOLIDAY OPEN HOUSE

Continued

Goals and Holiday Open Houses
from Kathy Goff

It is that time of the year: we are looking for unique ways to market our product and the career opportunity. Some of you have already held your Open Houses, but I want to throw these thoughts out to you for future sales events such as these.

When you plan your Open House, I feel it is critical to define your goal(s) ahead of time. Why are you holding an Holiday Open House?

1. To have retail sales
2. To touch base with your customers
3. To meet new prospective customers
4. To show team members and potential team members a way to market MK
5. To layer in the recruiting process
6. To get your name into your community
7. To get your house ready for the holidays
8. To entertain your friends
9. To enjoy the crafty parts including baking and basket making
10. To take good Skin Care customers into other lines of our products
11. To market to husbands of your customers etc.

None of these goals is any better than the next. You choose what is in your heart!

Once you have defined your goal, you can spend time preparing accordingly.

Let me use myself as an example: I hold Open Houses, each year, to get my name in to the community (over and over) so folks will think of me and Mary Kay in one thought, and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so.

If I was not focusing on these goals, I might not distribute so many invites or offer those targeted incentives. When the Open House is over, I can assess whether I met my prime goal or not. If sales are low, but that was not my goal, I won't feel frustrated!

What is the goal of your Open House?



Holiday Selling Ideas-Thanks
Gloria Boyne!

The Christmas season is sooo very close and it offers you unique opportunities to service your customers and earn extra profits. Besides learning about skin care and glamour at your regular classes during the season, your customers can also enjoy the convenience and fun of gift shows or open houses to select

Christmas gifts for themselves, their families and friends.



This is one great idea I have heard for getting the word out about the new Holiday line!! If you are new or if you have never had an Open house, this is the way to go!

Here is what you do:

1. Order one of each holiday item and fragrance
2. This is about \$1300 retail; you'll get a 50% discount. BONUS will be determined at the time you order your product! If it is before Nov. 14, you will receive the Beelieve Coffee "N Cream Sets. I don't know at this writing what is the next one.... BUT IT IS ALL FREE....to you!
3. Call all your customers and say: "I am having a holiday sneak preview on ____ (date) from ____ (time) (1 hour is enough and I need your help! If you will just come and give me your opinion of our new Holiday products you can choose any one -holiday set/product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help.
4. Offer each customer (perhaps several samples wrapped in tissue and curly ribbon or an eye shadow) for bring a guest with her - over 18. (are you getting excited !!)
5. When your clients arrive give them an Xmas wish list. This is a piece of paper where they can tell you what they would like to have themselves for Christmas.... you then call the husband (or whoever would be buying the gift) and play Santa for him. Your Director will have one. I will send one later on.
6. Have Satin Hands out for them to try and the Satin Lips and the Day/Night Solution. Do the Satin Mask on lips first, then satin hands and when they go to wash, they can wash it all off at once. Then apply hand cream and satin lip balm. Apply the day solution to one

elbow and the night solution to the other.
(The hands are already treated from the
satin hands.)

7 Have all holiday items displayed with
tags next to them with their name and
price. Have a tester available of each
fragrance. (Put a sticker on them that
says "Tester")

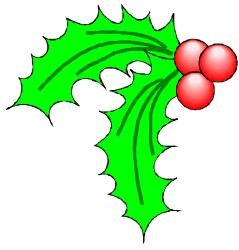
8. Have regular line items out too.

9. Take Holiday orders. Have sales
tickets here and there so you are ready.
Or wear a Holiday Apron and have them
in the pocket!

10 Place an order with the Company for
what you need to fill the orders.!

Have fun, do it with enthusiasm and a
child-like optimism and love others-
you'll have a wonderful Xmas sales
season.

Love Gloria



Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially the holiday fragrance collection. While there are many versions of this popular selling strategy, the following method by Executive Senior Director Sherrill Steinman of Pigeon, Mich., is an all-time favorite:

What You'll Need:

- A holiday pre-pack and sales-aid package
- Full-size body care collection
- Full-size Satin Hands collection
- Full-size Revitalizing collection
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book

What to Do:

* Make a list of prospective hostesses. Call each and say something like, "Christmas is only _____ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a _____ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

* Place a complete holiday collection for each fragrance description on one side of an index card

and on the reverse side write the price for each item in the collection. You can find descriptive statements for each fragrance in the Products volume of the New Consultants Guide. Place each index card behind the collection in the vinyl bag. (Sherril also suggests copying the fragrance cross-reference chart from the new Consultants Guide and laminating it for easy reference in recommending our fragrances similar to other fragrances in the general market.)



* Follow the same procedure for the Powder Perfect® Eye and Cheek Colors, Satin Hands, body care and Revitalizing collections as well. You can find additional information in the Consultants Guide to include on your index cards.





Holiday Shopping Coffee

1. **Select your 10 Best customers/ Friends--***"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price?"*
 2. **Set a Date and Time.** *"Which would be better for you _____ or _____?"*
3. **How to Display Products....**First, arrive with each of the Holiday Fragrance collections in separate vinyl bags... then, put them in a festive tote/shopping bag or decorated box/basket. Have one display table, light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man' roll-up, Coffee & Cream...
 4. **When guests arrive-**
 - **Do Satin Hands** on every guest.
 - Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out) & a Holiday Look Book.
 - Take each **fragrance collection** out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed, wrapped in netting so you are not spraying everyone with cologne. Have a **Gift With Purchase** offer for that night.
 - **Very Important** to say during total presentation, *'When you see something you like-just put it on your ticket.'*
 - **Watch your time.** At the closing say, *"I promised (hostess) I would only be an hour, so it's time to have a Drawing for a Special Gift."*
 - **Do Not** have them total their sales--just take up all the orders-do the Drawing (doesn't have to be a big item-just wrapped beautifully).
 - Then say, *"While ___ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-which ever would be best for you."*
 - *You now have sales (average. \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Nail Classes & you should have many new business associates. Offer a Bonus for Booking a SCC or Holiday Coffee before Dec. 15.*

Have some sample gift baskets on display (including nail care, glamour, body care etc. as well as Fragrance) & stress that they can be any price--each is customized!



Director Vanessa McClearn of Littleton, Colo., created the following top 10 list of reasons for starting a Mary Kay career during November or December. Her list is a great way to show prospective recruits that there's never been a better time to become a Mary Kay Beauty Consultant!

Top 10 Reasons to Start Your Consultant Career Now!

- 1 You could receive up to a 50% discount on holiday gifts to family and friends.
- 2 You'll be able to help friends and family spend money they received as gifts.
- 3 When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills.
- 4 You can practice your Consultant skills on friends and family members visiting you.
- 5 You can help friends and family with a new look for that special holiday party.
- 6 Let friends and family know you can help them with last-minute stocking stuffers and holiday gifts already wrapped!
- 7 You'll be ready for the new year when women are looking for new looks, new opportunities and time-saving services.
- 8 You'll probably be seeing people you don't see very often. What a wonderful opportunity to tell them about your new Career and book post-holiday classes!
- 9 When you make holiday telephone calls to friends and family members far away, you can tell them about your new career and offer them the opportunity!
- 10 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!

SCAVENGER HUNT

Selling Scents

Just as the Journey® and ELIGE® fragrances were created with very specific women in mind, so, too, was the new Belara™ fragrance.

BELARA™ living my life™

She's the one on your list who embraces life. Who's always on the go and loves every minute of it. She knows that the secret to happiness is balance. That's what makes you so in awe of her. And what makes *Belara*, the newest fragrance so right for her.

WEEK 1

Seek out 10 women who fit this description

ELIGE® *Without a word, you make your presence known™*

When you shop for her, you keep in mind that she enjoys the fine things in life. So you look for the perfect gift that reflects her elegant sense of style. Like the exquisite *ELIGE* Fragrance Collection

WEEK 2

Seek out 10 women who fit this description

Journey® Life is yours to explore®

This is the woman you adore. She lives life to the fullest, enjoying every experience along the way. She's dynamic, active and involved in the world around her. But she also knows the importance of taking time for herself. So surprise her with *Journey* fragrance, a gift that appeals to all the aspects of who she is.

WEEK 3

Seek out 10 women who fit this description



"Name that Christmas Carol"



1. Bleached Yule
2. Castaneous-colored Seed Vesicated in a Conflagration
3. Singular Yearning for the Twin Anterior Incisors
4. Righteous Darkness
5. Arrival Time: 2400 hrs - Weather: Cloudless
6. Loyal Followers Advance
7. Far Off in a Feeder
8. Array the Corridor
9. Bantam Male Percussionist
10. Monarchical Triad
11. Nocturnal Noiselessness
12. Jehovah Deactivate Blithe Chevaliers
13. Red Man En Route to Borough
14. Frozen Precipitation Commence
15. Proceed and Enlighten on the Pinnacle
16. The Quadruped with the Vermilion Proboscis
17. Query Regarding Identity of Descendant
18. Delight for this Planet
19. Give Attention to the Melodious Celestial Beings
20. The Dozen Festive 24-Hour Intervals



Name That Christmas Carol, The Answers



1. White Christmas
2. Chestnuts Roasting on an Open Fire
3. All I Want for Christmas is My Two Front Teeth
4. O Holy Night
5. It Came Upon a Midnight Clear
6. O Come, All Ye Faithful
7. Away in a Manger
8. Deck the Hall
9. Little Drummer Boy
10. We Three Kings
11. Silent Night
12. God Rest Ye, Merry Gentlemen
13. Santa Claus is Coming to Town
14. Let it Snow
15. Go, Tell It on the Mountain
16. Rudolph, the Red-nosed Reindeer
17. What Child is This?
18. Joy to the World
19. Hark! The Herald Angels Sing
20. The Twelve Days of Christmas