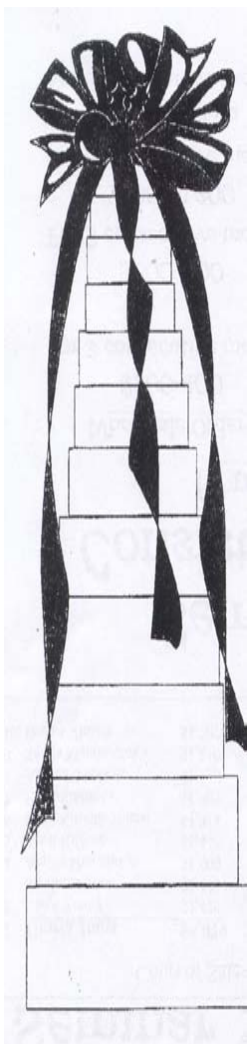


# HOLIDAY SALES IDEAS



Last Minute Stocking Stuffers:  
Encourage your customers to use  
mascaras, lipsticks, lip gloss, etc  
as a really neat packaging add-on.  
Just use some ribbon to tie to an  
already wrapped package!



*Look inside for great holiday ideas!*

PLAN NOW TO TAKE ADVANTAGE OF THE HOLIDAY SEASON AND ALL OF THE SALES OPPORTUNITIES THAT IT PROVIDES. USE THIS GUIDE TO PLAN YOUR HOLIDAY SALES EVENTS AND GIVE YOUR CUSTOMERS GIFT IDEAS FOR EVERYONE ON THEIR LISTS!

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## THE \$10,000 PLAN

- 10 MK Angels (Silent Hostesses) sell \$200 each=\$2,000
- Contact 10 Husbands to buy for their wives \$100 each =\$1,000
- Hold 10 Holiday Coffees/shows @ \$200 each=\$2,000
- Hold 10 Skin Care Classes @ \$200 each =\$2,000
- Contact 10 Businesses (dentist, beautician, etc.) \$200 each=\$2,000
- Hold 2 Open Houses (Nov. & Dec.) \$500 each=\$1,000

### Top Tips To Help You succeed!

- Have a specific goal (sales, profit & what you'll do with the money)
- Plant seeds about your professional gift giving service at all of your appointments, and carry an example of your work/portfolio.
- Make a list of potential clients/businesses to call.
- Be organized by doing a plan sheet and making a list of inventory and supplies needed.
- Be willing to work (get your hustle on!) and get help (kids, husband, girlfriends to take stuff to work, etc)

# GIFTS FOR GIRLS TEENS, MEN & COUPLES

## For Girls & Teens:

- **Hugs & Kisses** (\$15-\$20) An Adorable Teddy Bear with Lip Gloss (Clear or pick your favorite color.)
- **Pretty In Pink** (\$25) Twinkle, Twinkle Shimmery Lip and Nail Set, Teddy Bear, Diary, and Candy.
- **High Velocity** (\$25-\$70) A choice or combination of our Velocity fruity floral hydrating Body Gel, foaming Body Wash & fragrance Spray with Sponge and Journal.
- **Shimmering Star** (\$55) Twinkle Twinkle Shimmering Body Powder, Natural or Pink Lip Gloss, Pastel Eye Shadow.

## For Men:

- **Coffee & Cream** (\$10) Our Men's Shave Cream in a specialty Mug with Coffee and Razor.
- **Tee Time For Golfers** (\$20-\$25) Our Sunscreen, Golf Tees, Golf Ball in a specialty Mug (Lip Protector optional).
- **Close Encounters** (\$25-\$50) Domain After-Shave Balm and/or the Domain Hair & Body Shampoo with Back Brush/Towel, Mug (Travel Bag or Domain Cologne optional).
- **What A Guy!** (\$30-\$45) A Domain, Tribute or Quatro Cologne with Picture Frame.
- **The Million Dollar Man** (\$40) The Skin Management System for men (Cleansing Bar, Toner & Skin Conditioner with Travel Bag and Play Money).

## For Him/Her or Family:

- **The Royal Treatment** (\$60) The ultimate romantic pampering experience includes a soothing Bath Gel, Body Buffing Cream, Hydrating Body Lotion, Extra Emollient Night Cream, Bath Sponge, Champagne Glasses with Hershey's Kisses, Scented Candle, Bath Towel and Bottle or Sparkling Cider. (Champagne optional).
- **New Year's Survival Kit** Same as above only it comes in a top hat and includes party favors and two party hats!

## GIFTS FOR WOMEN

- **Treasured Scents** (\$10) Miniature Fine Fragrance floating in holiday ornament.
- **Handle With Care** (\$10) Hand Cream with Holiday Hand Towel or Oven Mitt.
- **Relax Me** (\$20) Fragrant Bath/Shower Gel or Lotion with Tea in a Mug or with Bath Sponge.
- **Picture Perfect** (\$25) A Glittering Rhinestone Heart Picture Frame, Holiday Ornament and Sachet.
- **Sweet Surroundings** (\$25) A set of Fragrant Candles or Velocity Candle with Potpourri and ornament.
- **Scents of Style** (\$30) Our miniature Fragrance Collection on Vanity Tray with Picture Frame or Candle.
- **Office Survival Kit** (\$30-\$35) Hand Cream, Foot & Leg Energizer, Nail Protector, Emery Board, Mints/Chocolate & Cosmetic Bag.
- **Heavenly Hands** (\$35) The four step Satin Hands Pampering Set to soften dry hands and feet.
- **Buffed & Beautiful** (\$30-\$40) A Shower Gel, Body Polisher, Hydrating Lotion Sponge, Towel, Mug and Relaxing Tea.
- **Favorite Moments** (\$40) A choice of fragrant Body Soak and Moisturizing Lotion, (Sweet Peaches, Pressed Flowers or Kisses by Candle Light) with Candle, Sponge, Mug, Tea and Bath Towel.
- **Scent-Sational** (\$25-\$50) Our fine fragrances with teddy bear, picture frame Potpourri or Candle.
- **The Private Spa** (\$45-\$60) A Choice of Body Gel, Lotion and Spray Mist (Happiness, Today, Harmony or Dreams) with Relaxing Tea, Specialty Mug, Sponge and Towel.
- **Beautiful Basics** (\$60) Our best selling Basic Skin Care Collection with Towel and Silk Flowers.
- **Layers of Luxury** (\$50-\$125) An elegant collection of Bath/Shower Gel, Body Lotion and Perfume featuring your choice of either Elige, Belara or Journey Premiere Fragrances.
- **Color 101 Collection** (\$103) An Elegant Platinum color compact filled with 3 eye colors, cheek colors, lipstick and applicators with eye liner, lip liner, mascara, and lip gloss in Signature Bag with bow.
- **The Tower or Basket of Love** (\$99-\$299) A huge tower of 12 wrapped gifts stacked into a Christmas tree 6 feet high or gigantic basket filled with individually wrapped presents to open.
- **The Beauty Essentials Collection** (\$365) For the woman who deserves the it all and wants to look and feel like a MILLION, contains the entire Skin Care, Skin Supplements, Color Collection and Body Care Collection with gorgeous platinum travel bag.



## HOLIDAY SALES EVENTS

1. **Holiday Open House:** There are as many ways to host an open house as there are Mary Kay Beauty Consultants, but follow these hints to make your Open House a stellar success:
  - Try to schedule before Thanksgiving, before the official shopping season starts.
  - Mail out invitations at least two weeks prior. Call one-week prior to remind your customers.
  - Display all product lines—not just Holiday items.
  - Set-up mirrors and have samples out for trial.
  - Have examples of your gift wrapping on display.
  - Have your customers make a wish list that includes who their "Santa" is.
  - Have wrapped gifts available as door prizes for people who bring guests, etc.
  - Set the mood—have cider available, candles are a nice touch, Christmas music playing in the background, some holiday decorations set-up!
  
2. **Holiday Coffees:** Make a list of prospective hostesses and call them and explain the Holiday Coffee. They invite some friends over for coffee, you bring the cookies, fragrance candle, holiday music and introduce your hostess and guests to the Holiday Products and other holiday gift ideas. Have guests try Satin Hands as they arrive and then explain each "package" and let the guests see the variety of gifts available. Explain that you will gift wrap items, accept Visa/MasterCard/Cash/Check. Be sure to pamper your hostess and encourage the guests to host their own coffees for free gifts, credit, etc. Have everyone complete a profile card and book their facial and holiday makeovers.
  
3. **Holiday Gift Shows:** These are usually done at the Hostess' home with an unlimited number of guests and can take about the same amount of time as a Skin Care Class. Have samples of the entire line available in a variety of price ranges with some already gift wrapped and ready to go.

## SENSATIONAL SCRIPTS

1. **Holiday Gift Shows:** "Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay. Do you have a minute? I want to thank you for your past business and wish you a very happy holiday season! Why not do your holiday gift shopping this year in the comfort and convenience of your home and avoid the frantic last-minute rush?! If you have some friends over at the same time, it will count as a gift show and you will receive \_\_\_\_\_ off your gift purchases. Which is the best for your this week or next, daytime or evening, etc."

2. **Holiday Coffees:** "Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay. Do you have a minute? Can you believe 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 collections. We'll have lots of fun and I'll even bring the cookies! 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!"

3. **Holiday Open House:** "Hi \_\_\_\_\_ this is \_\_\_\_\_ your Mary Kay Beauty Consultant. Do you have a minute? I know how busy you are during the holiday season and I wanted you to be one of my first customers to find out about my holiday open house. I'm offering it as a service so that your gift shopping can be convenient, personalized and fun this year. You will find everything from stocking stuffers and teacher gifts to 12 Days of Christmas sets. What I'm doing is reserving a specific time for you to come so I can best help you. The date(s) of the Open House is (are) \_\_\_\_\_. Which time of day would be better for you \_\_\_\_\_ or \_\_\_\_\_. Great! And if you bring friends with you who shop too, you'll get \_\_\_\_\_ from me as a Thank you! See you on \_\_\_\_\_!"

## OVERCOMING BAH-HUMBUG OBJECTIONS

Offer the Mary Kay opportunity this time of year, you may hear "I need to wait until after the holidays to get started, but I'm definitely interested." **Director Sandy Griffith** of Wichita, Kan, shares a dialogue she uses to overcome those bah-humbug objections.

"I hear what you're saying. The next few weeks are very busy for all of us, aren't they? You could certainly wait, but could I share a few reasons why most women like yourself choose to begin their Mary Kay career now rather than waiting?"

- **Holiday Shopping.** Imagine the ease of doing much of your holiday shopping by sitting in your home selecting premiere products from Mary Kay rather than fighting the crowds at the malls. Wouldn't your friends enjoy this, too? The holidays are one of the best time of the year for selling!
- **Great Discount.** Wouldn't you love to complete much of your holiday gift buying at a great discount? Wow, can you imagine how much that can save you? It could help pay for your showcase and part of an order!
- **Booking Opportunity.** You'll be seeing friends and family during the holidays so why not tell them you're starting an exciting new career and either offer a holiday makeover or a "New Year—New You" makeover in January? It's the perfect booking opportunity!
- **Make a choice.** You know there' never a perfect time to begin a new career, right? It's amazing what happens once we make choices. Doors open and our mind begins to think creatively about how we can make this wonderful opportunity work for us in our current circumstances. But none of that happens until we make a choice! Is there any reason why you couldn't go ahead and complete the Independent Beauty Consultant Agreement, so you can take advantage of the perfect time of the year to start a career with Mary Kay?"

## HOLIDAY TEAM BUILDING

During the holiday season, don't only focus on sales. Be sure to share the opportunity with everyone you meet. What better gift could you give someone than this wonderful career.

### Top reasons to start your Mary Kay career in September, October, November or December

- You will be able to take advantage of a 50% discount on all of your Christmas presents for your friends and family.
- Are your relatives visiting you over the holidays? Practice on them and complete part of your Perfect Start.
- Are your friends and acquaintances going to holiday parties? Help them with fabulous holiday looks and sell product!
- Make immediate sales by letting friends and family know that your store is open for last minute stocking stuffers, gifts and gift wrapping services.
- Get some training underway so you are ready to take advantage of the New Year when women are ready to make a change for the better. They also have gift money to spend. Everyone is looking for a post holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you miss the opportunity.
- Over the holidays, you often see people who you don't see throughout the year. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post holiday bookings!
- Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends and family, keep good records, because you can tell them about your new Mary Kay career and tax deduct the long distance calls.
- Most importantly, be ready to start your New Year with a BANG, because you have a wonderful new opportunity to look forward to!

## MAGNIFICENT MERCHANDIZING

- Have at least 10 baskets or sets together, prices ranging from \$17.50—\$60.00. Most popular price is around \$25.00
- Not all baskets or sets need to be Holiday product. Be sure to merchandize to all different gift receivers - teens, men, women, child care providers, etc.
- Order at least one pre-pack immediately to make sure you have product on hand. Holiday Limited Edition begins to sell out in October so plan to order early.
- Take orders, have them pay now to reserve the product, or at least half. Offer Visa or MasterCard and complimentary gift-wrap and delivery. Set delivery date.
- Stock up on packaging materials that appeal to a wide variety of people. Ask Director for resources.
- Make a list of small businesses to call on this month to offer your executive shopping services. Follow-up on every call. Ask every lead for referrals.
- Have a Basket in your car with you at all times. Take it to fire stations, construction sites, other places where people may not have a lot of time to get out and shop. Bring the shopping service to them. Decorate trunk with velvet, lights, music and full of gifts priced at even amts.
- Prepare for last-minute holiday shoppers with adequate inventory and gift selections already wrapped .
- Call your customer's spouses or significant others and offer to help select gifts that you know your customer wants—remind them of the 100% guarantee.
- Don't forget team building during this time. Memorize the four-point recruiting plan and use it at every



## INNOVATIVE IDEAS

1. **The Free Tree:** As guests come to your open house, they get to select a free product off the tree just for coming. This is a great way to move discontinued color products like eye shadow or cheek color. Simply tie the product to a small Christmas tree using satin ribbon and tulle. Add some lights and make it a very festive decoration for your event.

(Thank you Director Linda Lowe & Cons. Madge Blackburn)

2. **Thanks with a Rhyme:** Thank the customers who've placed orders by using a thank-you poem which fits nicely on a postcard. Director Celine Bennets sends her charming poem postcard to each customer with the following poem:

*Twas days before Christmas and all through your town  
The last-minute shoppers are rushing around.  
Your presents are wrapped and sit under the tree.  
While others are scurrying, you sit so carefree.  
You're no longer frazzled, as your shopping is done.  
With one quick phone call, presents for everyone.  
Cologne for your mother, shaving balm for your dad,  
And something for you with the savings you've had!  
Thank you for your order & Happy Holidays!*

3. **Stocking Stuffers:** Have plenty of stocking stuffers available, cleverly packaged. Customers will buy 2-10 of these types of gifts if they are priced well and can be given as last-minute gifts. Carry in Travel Roll-up (use as a purse). Put money bag and sales slips, brochures, cards, profiles, etc in bottom pocket.

4. **Executive Shopping Service:** Go to businesses and offer to handle all of their shopping needs. Have a basket with a variety of gifts in a broad price range. Take orders, have them pay 1/2 now and 1/2 when you deliver the gifts. You will handle all wrapping. Have a list of gift recipient's to help your customer remember everyone on their list. Have buying incentives—buy 10, get one free,



## LAST MINUTE SELLING IDEAS

There are so many sales opportunities in December, and if, after the 15th, you find that some people feel too busy to have skin care class, try these proven ways to make your December the BEST ever!!

1. If you work, bring in stocking stuffer and gifts in a basket, with brochures and sales tickets! If you don't work a job, contact your customers who work in offices, and offer to bring in Holiday stocking stuffer and personal gift ideas to display over lunch hour or after work.
2. Ask everyone, "Have you finished your holiday shopping?" Remember salespeople, gas station attendants, convenience store workers - anywhere people work long hours. (Car Dealerships/places where men work)
3. Carry a basket of items with you on every appointment and on every delivery you make.
4. Contact husbands of customers, relatives, friends. Emphasize your free gift wrapping and delivery. By starting this service now, you could have repeat business for Valentine's Day, her birthday, their anniversary, etc. Be sure to work full circle and follow up to book every woman for a New Year's makeover. Include gift certificates in every gift, put your labels on all product.
5. **Do your own personal shopping. You can write it off!**
6. Set up Personal Shopping Appointments (PSA's). The appointments take 15-30 minutes each so book each day until Christmas full by calling everyone who didn't come to your Open House. Give a gift for inviting friends.
7. Book and hold Holiday and New Year's glamour makeovers and manicures! Have at least one friend join her, and offer her a small gift. Then book for a "New Year, New You" class in January. Call all PCP Customers!!

## 12 DAYS OF CHRISTMAS FOR MEN AND TEENS

### For Men \$150

- DAY 1: Shaving Cream
- DAY 2: Domain Body and Hair Shampoo
- DAY 3: Back Brush and Bath Towel
- DAY 4: Skin Management Cleansing Bar
- DAY 5: Cooling Toner
- DAY 6: Men's Conditioner/Oil Controller
- DAY 7: Sunscreen
- DAY 8: Lip Protector
- DAY 9: Hydrating Lotion
- DAY 10: Domain After-Shave Balm
- DAY 11: Domain Cologne
- DAY 12: Men's Travel Bag



### For Teens \$150

- DAY 1: Velocity Clean Body Foam
- DAY 2: Velocity Body Moisture gel
- DAY 3: Beauty Carrying Tote
- DAY 4: Velocity Lip Gloss
- DAY 5: Velocity Eye Shimmer
- DAY 6: Adorable Teddy Bear
- DAY 7: Velocity Candle
- DAY 8: Rhinestone Heart Picture Frame
- DAY 9: Journal
- DAY 10: Velocity Facial Cleanser
- DAY 11: Velocity Lightweight Moisturizer
- DAY 12: Velocity Eau de Parfum



### **Can't Decide What to Get?**

Get the gift that everybody loves!

### **GIFT CERTIFICATES**

Available in any amount. Includes a complimentary makeover and glamour consultation!

**ALL PRODUCTS 100% GUARENTEED!!!**



## 12 DAYS OF CHRISTMAS CUSTOM GIFT BASKETS

### **GOLD SERIES SALE PRICE: \$299**

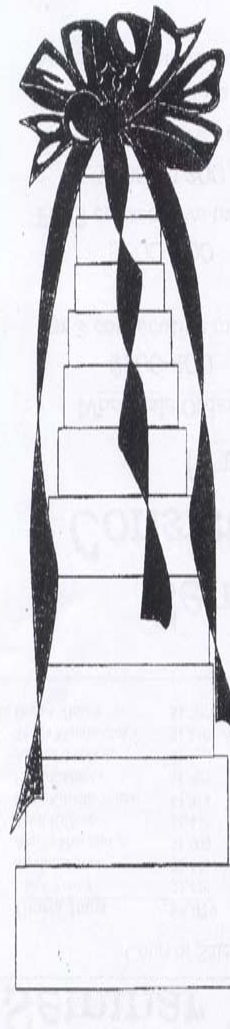
- Day 1: Private Spa Gift Set with Lotion, Gel, Spray Mist and Sponge
- Day 2: Satin Hands Pampering set
- Day 3: Fluffy Bath towel and bilange sponge
- Day 4: Foot and Leg Energizer
- Day 5: Favorite Things Candle Collection
- Day 6: A Sparkling Rhinestone Heart Picture Frame
- Day 7: A box of Chocolates
- Day 8: A novelty mug with Relaxing Tea or Gourmet Coffee
- Day 9: Elige Body Cream
- Day 10: Elige indulgent Shower Gel
- Day 11: Elige Eau de Parfum
- Day 12: The Beauty Essentials Travel bag

### **SILVER SERIES SALE PRICE: \$199**

- Day 1: Private Spa Cleansing gel
- Day 2: Private Spa Moisture Lotion
- Day 3: Private Spa Spray Mist
- Day 4: A Fragranced Candle
- Day 5: Rhinestone Heart Picture Frame
- Day 6: Satin Hands Pampering Set
- Day 7: Fluffy Bath Towel and Bilage Sponge
- Day 8: A novelty Mug with Relaxing Tea or Gourmet coffee
- Day 9: Belara Shower Gel
- Day 10: Belara Body Lotion
- Day 11: Belara Eau de Parfum
- Day 12: The Beauty Essentials Travel Bag

### **BRONZE SERIES SALE PRICE: \$99**

- Day 1: Favorite Things Bath Soak
- Day 2: Favorite Things Moisture Lotion
- Day 3: A Fragranced Candle
- Day 4: A Miniature Bottle of Parfum
- Day 5: Satin Hands & Body Buffing Cream
- Day 6: Satin Hands & Body Cleansing Gel
- Day 7: Extra Emollient Night Cream
- Day 8: Hand Cream with SPF 4
- Day 9: Novelty Mug with Relaxing Tea or Gourmet Coffee
- Day 10: Foot and Leg Energizer
- Day 11: A Fluffy Bath Towel and Bilange Sponge
- Day 12: Private Spa Fragrance Mist



# 12 DAYS OF CHRISTMAS ASSEMBLY PROCEDURE

Can you imagine a husband bringing a 4-5 foot tall Christmas gift into a home and sitting it by the Christmas tree? The wife would be calling every woman she knows to show them what "her husband" brought her!!

This is how you do it:

1. You need 12 boxes, each one smaller than the other, stacked on top of each other, all wrapped or you can get the boxes from Costco that are already decorated. (I use scotch tape or the tacky putty between each box to hold them together, but don't tape together until you get to delivery location). Take clear cellophane and bring it up from the bottom of the boxes to the top and secure with a rubber band or you can just use a gigantic ribbon and tie around the boxes.
2. Then top it with a large bow.
3. For your display purposes, you don't need to put anything in your boxes. Take orders for their personalized 12 Days of Christmas gift and then make the gifts up individually. The impact of this awesome gift is unbelievable! Just think.... 10 men purchasing just the \$199 Silver Series, is almost \$2000 in sales, 20 is \$4000 and 30 is \$6000!!!



**Purchase boxes from Boxes, etc. or a local vendor or put products in a large Basket!!**

Great things do come in small packages, but even better things can come in large packages.

# 12 DAYS OF CHRISTMAS SCRIPTS



## *Call Her Hubby and Say...*

"Hi, \_\_\_\_\_ (hubby's name), this is \_\_\_\_\_ with Mary Kay cosmetics and I have the MOST FANTASTIC idea for you to surprise \_\_\_\_\_ for Christmas. And oh boy am I going to make you look great! It's called the 12 days of Christmas, let me share it with you. I will bring a 3-4 foot tall package of 12 individually wrapped gifts and your gifts will be numbered 1-12. I will also give you 12 envelopes all numbered 1-12. On December 12th you give her the whole tower of gifts along with the numbered envelopes, and each day for the next 12 days leading up to Christmas she gets to open ONE GIFT a day and the envelope with the same number. I will have the twelve day poems all written up for you in envelopes, and all you have to do is present her with your wonderful tower of gifts!! And remember, she only gets to open one a day! Doesn't that sound fantastic! SHE WILL LOVE YOU for the exciting idea. Now tell me, \_\_\_\_\_, what price range do you want your Tower of gifts to be (Do not say dollars) \$299, 199 or 99? I can take Visa, MasterCard, check or cash? (Then BE Quite! Wait until he says something before you speak again or you will lose the sale.) If he likes the idea, but didn't want to spend that much, then say...we can even add any other gifts you want wrapped, which would you prefer?

If he doesn't want to spend at least \$99, ask what range he is looking for and tell him you will do a custom basket for her, but that you can't do the 12 days of Christmas, because you really can't for much less than \$99.

Get on the phone now and start selling your baskets. If you get orders as soon as the beginning of November, you will have better luck selling the more expensive baskets because you can offer to take 2 or 3 payments, with last due on delivery. Ask Men for referrals. Call all Husbands listed on your profile cards, husbands of friends, co-workers, church, etc.