

Holiday Coffee How To's

A Holiday Coffee or Trunk Show is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selections.

GETTING READY

1. Make a list of prospective hostesses
2. Assemble your sets in a big basket or "trunk". It's helpful to have a little descriptor card with pricing attached to each set. Consider using the company's vinyl gift bags. The sets look so professional with a little shred in the bottom.
3. Consider having the sets you show available for sampling especially if smelling is involved.
4. Set the mood. Use fabric and a string of beads to lay out a pretty display. Light a candle and bring a little tape recorder with Holiday music.
5. Bring the goodies. A "Costco" tin of butter cookies works great.
6. Coffee beans for clearing the nose in between smelling fragrances.
7. Pack your trunk so the fabric is on top ready to lay out so you can display easily.
8. Bring a goodie for the hostess, some gifts with purchase and drawing prizes if you like.

APPOINTMENT AGENDA

1. Give everyone catalogs and have them follow through while you show the sets. If the sets match ones in the catalog all the better.
2. Give them each a clipboard with a sales ticket, profile, Wish List, Holiday Look Book and pen.
3. Tell a little about your service, your guarantee and the extra gift certificate that you include. Bring those along.
4. Do TimeWise on the back of the hands while you talk about the skin care, pass around the sets for them to see, touch and smell. Put a price card in the back of each bag. (vinyl bags-Sec 2)
5. Then take the first person in to do Satin Hands

while the rest start to shop.

6. Have the hostess help you do Satin Hands on the rest of the guests and then send them to you one by one to shop.
7. It's can be quick. Allow 15-20 minutes to show and about 10 minutes per guest.
8. Have the Hostess serve refreshments— Coffee and Cookies while you are working with each guest.

Just think... if 5 customers purchased \$50, at 5 coffees that's over \$1250

Script Suggestions

Hi, _____ This is _____ with Mary Kay. Do you have a quick minute? Great. The reason I'm calling is to run an idea by you that I thought you might want to hear about. I don't know where you might be in your Holiday shopping But, I've been getting together with groups of women to show my goodies and let them shop in the relaxed environment of home. May I tell you more?

Great, What I do is bring everything but the coffee, I show different ideas and let people touch and feel and smell, then we do a little pampering and if people see something they like I can work with them. Should I keep going?

I gift wrap and deliver and have lots of great sets and ideas including our Embrace Life selection.

And, as always, there's free product for you as the hostess. I don't know what your schedule is like in the next week or two. I have a few time slots left. What's better for you a weekday or weekend? At home or at the office?





INVITE YOUR FRIENDS FOR A RELAXING WAY TO SHOP

You invite your friends, make the coffee.

I bring the goodies.

I offer a short presentation on customized shopping ideas, sets and baskets and then everyone is free to sample, smell, touch and shop... or not.

It's that simple, no pressure, no stress, a quick visit with a friend and the chance to get some shopping done without the hassle or crowds.

FREE GIFT WRAPPING

Your gifts will be delivered wrapped and ready for giving. Giving you some spare time this holiday season! **Just think, I'll mail or deliver.**

Whatever it takes to make things easier for you.



THE ONE HOUR (or less) HOLIDAY SHOPPING COFFEE



AS HOSTESS YOU EARN PURCHASE POWER

You earn \$5 in Beauty Bucks to spend on your own gifts for every friend who comes .



COME SAMPLE WONDERFUL FRAGRANCES

Experience the fragrance created for the woman who enjoys the finer things in life. We have everything from premier fragrances to aromatherapy to delicate new floral scents.

AWESOME PERSONALIZED GIFTS \$10 and UP



You've got your gift list, now all you need are some ideas.

All gifts are 100% guaranteed and will be honored for complete satisfaction.

Gift sets & baskets can be custom-made. Just add your own little goodies to create a one-of-a-kind **WOW** gift!

Ask about the *Twelve Days of Christmas* heart's desire gift.

I know you won't be disappointed and neither will the receiver.

I'LL COME TO YOUR HOUSE, YOUR OFFICE OR TAKE YOU TO COFFEE.

By Appointment Only (and they're going fast.)



Call me, I'll

treat you.

be glad to



Let me Treat You to
Coffee and Goodies.

**You've got your gift list, now
all you need are some ideas.**

All gifts are 100% guaranteed
and will be honored
for complete satisfaction.

Gift sets & baskets can be custom-
made. Just add your own little
goodies to create a
one-of-a-kind **WOW** gift!

All over a cup of coffee.
How easy is that!



Let me Treat You to
Coffee and Goodies.

**You've got your gift list, now
all you need are some ideas.**

All gifts are 100% guaranteed
and will be honored
for complete satisfaction.

Gift sets & baskets can be custom-
made. Just add your own little
goodies to create a
one-of-a-kind **WOW** gift!

All over a cup of coffee.
How easy is that!



Let me Treat You to
Coffee and Goodies.

**You've got your gift list, now
all you need are some ideas.**

All gifts are 100% guaranteed
and will be honored
for complete satisfaction.

Gift sets & baskets can be custom-
made. Just add your own little
goodies to create a
one-of-a-kind **WOW** gift!

All over a cup of coffee.
How easy is that!



Let me Treat You to
Coffee and Goodies.

**You've got your gift list, now
all you need are some ideas.**

All gifts are 100% guaranteed
and will be honored
for complete satisfaction.

Gift sets & baskets can be custom-
made. Just add your own little
goodies to create a
one-of-a-kind **WOW** gift!

All over a cup of coffee.
How easy is that!



You're Invited



You're Invited



You're Invited



You're Invited