
Think Like a Retailer!

Your Workbook to ROCK your Holiday!



Each Section of this workbook is designed to help you make \$10,000 in sales before Christmas!

Isn't it amazing that we all have the opportunity to maximize our income during this season? Throughout this workbook you're going to see amazing ideas from Mary Kay and other amazing leaders in our company! Don't recreate the wheel; use this workbook and the ideas shared inside and get going!

It's recommended to have 5 ways to generate new business (leads) at all times; use that same idea when it comes to holiday. To maximize your holiday sales, working with 5 holiday ideas will ensure the best results to your holiday season!

Section #1: Your Holiday Store

When it comes to truly working holiday you'll want to have your inventory ready for a season full of selling!

Below you'll find suggestions on how you may want to build your holiday inventory (this is in addition to your normal inventory). Remember these are my suggestions 😊

Option #1 Holiday Store:

Since we are thinking like a retailer, we want to have gifts wrapped and ready to walk out the door with your customers. Think about it, when you are holiday shopping yourself, do you want to “special order” your gifts and wait for them, or do you want to grab and go? Also, we're all given the same amount of hours in the day, when it comes to the holiday season, those hours get eaten up quick! By having a Holiday Store, you're able to pre-wrap your gifts in one run (Wrapping power day!) and you're able to hand them right to your customers at your appointments! This will allow you to use your MK hours to keep selling, instead of wrapping and delivering.

Review Order				
Sugg. Retail: \$2,146.00				
Wholesale: \$1,078.00				
28 items ordered for Megan Kalbach on 9/2/2019				
Part #	Quantity	Product	Sugg. Retail	Total
153654	2	Purchase With Purchase Mary Kay® Collection Bag, \$5 (fixed wholesale), with the purchase of \$55 suggested retail (excluding tax) from the Mary Kay® Fall 2019	\$5.00	\$10.00
127861	2	Mary Kay Pro Palette™	\$25.00	\$50.00
128064	2	Skinvigate Sonic™ Skin Care System	\$75.00	\$150.00
146350	2	Mary Kay Chromafusion® Eye Shadow and Mary Kay Petite Palette™ Bundle - Feel Fierce	\$36.00	\$72.00
146351	2	Mary Kay Chromafusion® Eye Shadow and Mary Kay Petite Palette™ Bundle - Radiate Confidence	\$36.00	\$72.00
125872	20	Mint Bliss™ Energizing Lotion for Feet & Legs	\$11.00	\$220.00
094148	5	Clear Proof® Deep-Cleansing Charcoal Mask	\$24.00	\$120.00
086904	2	MKMen® Daily Facial Wash	\$16.00	\$32.00
010336	2	MKMen® Shave Foam	\$14.00	\$28.00
010338	2	MKMen® Cooling After-Shave Gel	\$16.00	\$32.00
029726	5	Mary Kay® Oil-Free Eye Makeup Remover	\$17.00	\$85.00
095775	2	Discover What You Love® Travel Roll-Up Bag (unfilled)	\$35.00	\$70.00
041481	5	Lash Love® Mascara: I ? black	\$15.00	\$75.00
047935	5	Nourishine Plus® Lip Gloss: Fancy Nancy	\$15.00	\$75.00
090638	5	White Tea & Citrus Satin Hands® Pampering Set	\$36.00	\$180.00
088632	12	White Tea & Citrus Satin Hands® Nourishing Shea Cream	\$12.00	\$144.00
097538	1	White Tea & Citrus Satin Hands® Nourishing Shea Cream Samples, pk./12	\$8.00	\$8.00
143194	2	Ltd. Ed.! Ultra Stay® Lip Lacquer Kit - Cherry	\$39.00	\$78.00
138559	5	NEW! Ltd. Ed.! Mary Kay® Mad About Masking™ Mask Pod Gift Set	\$25.00	\$125.00
135951	5	New! Mary Kay® Mask Applicator	\$12.00	\$60.00
143281	2	Ltd. Ed.! Mary Kay® Cityscape Silkening Dry Oil	\$20.00	\$40.00
143127	2	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Cityscape	\$22.00	\$44.00
143128	2	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Live Fearlessly	\$22.00	\$44.00
143129	2	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Forever Diamonds	\$22.00	\$44.00
154911	10	Ltd. Ed.! Holiday Gift Box Set, pk./3	\$6.00	\$60.00
143197	2	LTD. ED.! Ultra Stay™ Lip Lacquer Kit - Rose	\$39.00	\$78.00
142954	5	LTD. ED.! Mary Kay® Be Delighted Mousse	\$16.00	\$80.00
143196	2	LTD. ED.! Ultra Stay™ Lip Lacquer Kit - Plum	\$39.00	\$78.00

Option #2 Holiday "Baby" Only:

Smaller option is to fill your Holiday Baby with an active order and re-stock your baby as you sell.

[Close Window](#)

Review Order

Sugg. Retail: \$572.00
Wholesale: \$288.50

Type to enter text

26 items ordered for **Megan Kalbach** on 9/2/2019

Part #	Quantity	Product	Sugg. Retail	Total
153654	1	Purchase With Purchase Mary Kay® Collection Bag, \$5 (fixed wholesale), with the purchase of \$55 suggested retail (excluding tax) from the Mary Kay® Fall 2019	\$5.00	\$5.00
127861	1	Mary Kay Pro Palette™	\$25.00	\$25.00
146350	1	Mary Kay Chromafusion® Eye Shadow and Mary Kay Petite Palette™ Bundle - Feel Fierce	\$36.00	\$36.00
146351	1	Mary Kay Chromafusion® Eye Shadow and Mary Kay Petite Palette™ Bundle - Radiate Confidence	\$36.00	\$36.00
125872	1	Mint Bliss™ Energizing Lotion for Feet & Legs	\$11.00	\$11.00
094148	1	Clear Proof® Deep-Cleansing Charcoal Mask	\$24.00	\$24.00
086904	1	MKMen® Daily Facial Wash	\$16.00	\$16.00
010336	1	MKMen® Shave Foam	\$14.00	\$14.00
010338	1	MKMen® Cooling After-Shave Gel	\$16.00	\$16.00
029726	1	Mary Kay® Oil-Free Eye Makeup Remover	\$17.00	\$17.00
095775	1	Discover What You Love® Travel Roll-Up Bag (unfilled)	\$35.00	\$35.00
041481	1	Lash Love® Mascara: 1 ? black	\$15.00	\$15.00
090638	1	White Tea & Citrus Satin Hands® Pampering Set	\$36.00	\$36.00
088632	1	White Tea & Citrus Satin Hands® Nourishing Shea Cream	\$12.00	\$12.00
097538	1	White Tea & Citrus Satin Hands® Nourishing Shea Cream Samples, pk./12	\$8.00	\$8.00
143194	1	Ltd. Ed.! Ultra Stay® Lip Lacquer Kit - Cherry	\$39.00	\$39.00
138559	1	NEW! Ltd. Ed.! Mary Kay® Mad About Masking™ Mask Pod Gift Set	\$25.00	\$25.00
135951	1	New! Mary Kay® Mask Applicator	\$12.00	\$12.00
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143127	1	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Cityscape	\$22.00	\$22.00
143128	1	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Live Fearlessly	\$22.00	\$22.00
143129	1	Ltd. Ed.! Mary Kay® Fragrance Travel Spray - Forever Diamonds	\$22.00	\$22.00
154911	3	Ltd. Ed.! Holiday Gift Box Set, pk./3	\$6.00	\$18.00
143197	1	LTD. ED.! Ultra Stay™ Lip Lacquer Kit - Rose	\$39.00	\$39.00
142954	1	LTD. ED.! Mary Kay® Be Delighted Mousse	\$16.00	\$16.00
143196	1	LTD. ED.! Ultra Stay™ Lip Lacquer Kit - Plum	\$39.00	\$39.00

FREE Socks with the purchase of Mint Bliss will show up at checkout

BONUS NOTE:

See where it say "pearl!"
This is your **STAR LEVEL!** Check this screen to see how close you are to becoming a **STAR Consultant** or upgrading to the next star level!

Your Rewards!

Retail value	Current reward status	Action item	Next level reward status
Retail value	\$2,146.00		
Wholesale cost	\$1,078.00		
Earned 50% discount	✔		
Pink Sale shopping privileges <small>Tell Me More!</small>	✔	Pink Sale	
Star Consultant level	Pearl		


Current Order Total

Sec. 1 Sugg Retail Subtotal	\$2,146.00
Sec. 1 Wholesale Subtotal	\$1,078.00
Sec. 2 Consult. Cost Subtotal	\$8.00
Current Discount	50%
<small>Do Not Let Fall Below Whole.</small>	


[Continue Checkout](#)
[Add More Products](#)
[Save Order](#)

Here are the bonus items you have already earned!

You have earned 20 LTD. ED.! Mary Kay® Mint Bliss Socks Gift-with-Purchase (\$0.00 Bonus Value Each)



You have earned 1 You Can Do It! September Jewelry (\$0.00 Bonus Value Each)



Section #2: Let's Get Wrapping

Tip: Select a location in your home; a book shelf, China Cabinet, stacked crates, etc. to display and store all your wrapped gifts.



Here are my tips on wrapping:

1. Don't spend a lot of money, the more money you spend on packaging the less overall profit you will make on your sales.
2. Keep it simple! If it takes you 15 minutes to wrap one item and you sell 100 of them (YAY!) that equals 25 HOURS of wrapping! We make money when we're out selling, not wrapping, so make your wrapping time, quick, easy and cute! Stick with white shred in everything, 2-3 ribbon options for everything and 3-5 gift tag options. Don't forget about our AWESOME box sets that are SECTION 1 items! These make it super simple and count for our sales goals! #winning
3. Stick to jewel tone colors (Thank you Celeste Byrd for teaching me this!) This is for a few reasons; it's pretty and it's easy to transition to Valentine, Easter & Mother's Day sales with any left over gifts, and it coordinates very nicely with our products.

Websites to get gift tags and Mary Kay ribbon at:

www.Mkconnections.com www.PinkPrinting.com

Watch Megan share her packaging tips here: <http://vid.us/nmrpgm>

Section #3: Mary's Kay's Holiday To-Do List

Find more on MaryKayintouch.com > Products > Holiday

HOLIDAY STRATEGY To-Dos



September

- Consider personal calendar commitments.
- Set a specific holiday season goal and timeline.
- Schedule a holiday open house and send save the dates to your VIP customers.
- Hold beauty experiences, skin care parties and second appointments throughout the holiday season to see as many faces as possible.
- Keep the *myCustomers+*™ App up-to-date to alleviate stress and allow you to be more strategic with your communications in the coming months.
- Share the Mary Kay opportunity! Who wouldn't want to get in on the **FUN** this holiday season and potentially make some extra cash in the process?

October

- See more faces, and increase your customer base by continuing to hold beauty experiences, skin care parties and second appointments.
- Provide **Holiday Wish Lists** to everyone to generate future sales in the coming months. (The printable **Holiday Wish List** can be found in the Holiday Hub on *Mary Kay In Touch*®.)
- Continue to share the Mary Kay opportunity with everyone!
- Prepare your inventory, and ensure plenty of giftables are ready for November and December. (Watch the *Holiday Selling and Team-Building* video to see what a giftable is.)
- Send save the dates for your Pink Friday, Small Business Saturday and Cyber Monday sales.

HOLIDAY STRATEGY *To-Dos* (cont.)



November

- Let everyone know that you can help them with their holiday gift buying.
- Sell giftables and holiday inventory. Continue to provide the **Holiday Wish List** to those you meet.
- Continue to **SEE MORE FACES** – this never changes.
- Offer holiday-themed beauty experiences and skin care parties.
- Review customers' **Holiday Wish Lists**, and connect with those buying gifts for them.
- Share a Temptation basket with those you meet on the go (*a basket full of giftables and your other favorite Mary Kay® products*).

Pink Friday, Small Business Saturday and Cyber Monday

- **COMMUNICATION IS KEY** – Make sure everyone knows the date and specifics of the sale.
 - For example: Utilize postcards, email, social media, calls and text messages to notify customers of the sale as the date approaches and again on the day of the sale. (Mary Kay-branded digital assets can be found on *Mary Kay In Touch®* to ensure you have an overall professional look.)
- Individual follow-up with your customers, family and friends is helpful for great results!
- Get new appointments booked, and generate referrals.

HOLIDAY STRATEGY *To-Dos* (cont.)



December

- **SEE MORE FACES**, and grow your customer base.
- Continue to hold beauty experiences and skin care parties.
- Sell through giftables and holiday inventory.
- Offer holiday-themed beauty experiences and skin care parties.
- Book holiday makeovers.
- Review customers' **Holiday Wish Lists**, and connect with those buying gifts for them.
- Book "New Year, New You" makeovers for January to keep your holiday momentum going.

Holiday Wish List

The printable **Holiday Wish List** can be found in the Holiday Hub on *Mary Kay InTouch*®.

Section #4: Using the Resources on *Marykayintouch.com*

Mary Kay knocked it out of the park with *Holiday Tools!* If you haven't already check out the complete *Holiday Tool Kit* on marykayintouch.com



MARY KAY

Your Holiday 2019 TOOL KIT GUIDE

Dash through *Mary Kay InTouch** for everything you need to become the Merry-maker for your customers this holiday!

STEP 1: LEARN IT!

Explore new products and helpful tips.



Watch the video on holiday selling and team-building.



See holiday party tips on *Mary Kay InTouch*.



Watch the *Mary Kay Ultra Stay*™ Lip Lacquer Kit how-to video.



Check your *Applause*™ magazine for gifting tips.



Explore this quarter's product fliers.



Watch the *Mary Kay Ultra Stay*™ Lip Lacquer Kit promo video.



Read holiday product fact sheets.

STEP 2: SELL IT!

Load your sleigh with selling tools.



Review the Holiday Selling & Team-Building Guide.



Download the Holiday Wish List flier.



Download open house invites.



Stock up on limited-edition* holiday gift boxes.



Order the Holiday 2019 issue of *The Look*.



Watch the video on how to package your holiday bundles.

*Available while supplies last

STEP 3: GO FOR IT!

Share the holiday fun with your customers.



Send a *Beaute-vite*™ and an *MkeCard*™.



Use digital assets to post on social media.



Use the lip lacquer "Kiss 'n' Tell" Accordion Booklet.



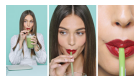
Download and print holiday gift tags.



Print tent cards for your parties.



Send the Holiday 2019 issue of *The Look* eCatalog to your customers.



Share the *Mary Kay Ultra Stay*™ Lip Lacquer Kit promo video.



Section #5: Your Holiday Baby

Why is it called your Holiday Baby??? Because everywhere YOU go you take your baby right?! You wouldn't leave it in the car! 😊



Watch Megan share what's in a holiday baby and how to sell all season long right from your basket: <http://vid.us/mqcjgn>

\$10,000 Holiday Goal

Sell \$2,000 in on-the-go sales from your holiday baby! That averages out to 40 people purchasing \$50 worth of gifts from your holiday baby!

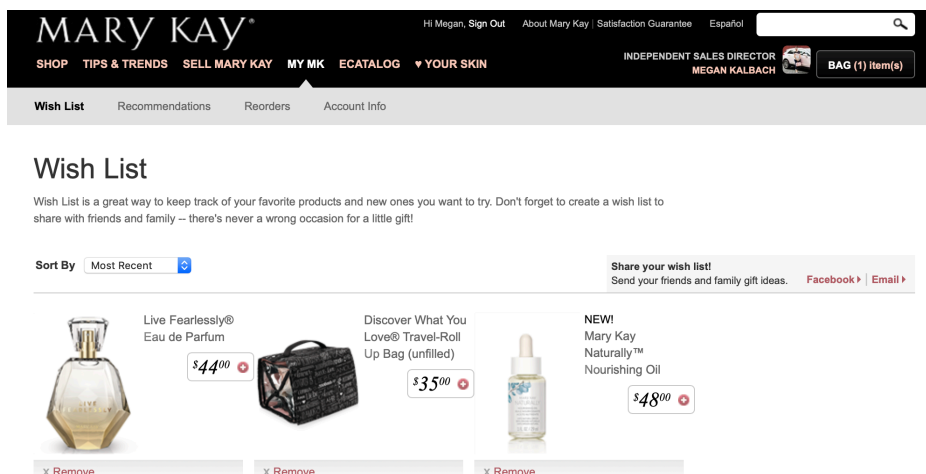
Time: ZERO additional... Ok, ok, it will take a little time, BUT not extra time out outside of your daily activities. Take your "baby" to the bank, the grocery store, spin class, doctor appts, school activities, kids sporting events, break room at work, out to dinner, EVERYWHERE.

Section #6: Wish Lists!

This is the perfect way to help your customers get the items they want!

How to work with Wish Lists:

1. Throughout the year they have been filling out profile cards, where they were asked the question, “Who can I contact for gift giving?” Pull out all your profile cards and make a list of all the customers who filled that section out. Then call through the “santas” and ask if you can offer your gift giving services.
2. At all the appointments you have from now until Christmas, have your customers fill out holiday wish lists & who they would like you to contact that is shopping for them. Wish Lists can be printed on MaryKayInTouch.com
3. Have your own MaryKay.com personal website??? Great! Send out a text & E-Card (emails you can send out to all your customers through marykayintouch.com) and ask them to fill out their wishlist! They can do this by first registering as a customer on your website & than add items to their “Wish List”. Once they’ve made their wishlist they can SHARE their list with you, and with anyone they would like through email or facebook!



Tip: I offer an incentive for them to make a wish list and send it to 2 people shopping for them. I ask them to also send/share their wishlist with me as well as the name/ phone number of who they shared it with so I can follow up for her 😊

HOLIDAY WISH LIST *Script*

Potential script to use when reaching out to “Santas” throughout the holiday season:

“Hi, *(Insert name of person you’re calling)*!

This is *(Insert your name)*, and I don’t believe we’ve met, but I am your *(Insert relationship to customer – daughter, sister, mother, wife, friend, girlfriend)*’s Mary Kay Independent Beauty Consultant. Do you have a minute?

Great! I’m calling because *(Insert name of customer)* created a **Holiday Wish List** of some of her favorite *Mary Kay*® products that she would love to receive this year. She said you’re someone who might be looking for some holiday gift ideas for her. I’d love to help make your life easier, if I can. I also provide gift wrapping and delivery for free! Have you finished your shopping for her for the holidays yet, or would you like to know some of the items on her list?

OK, great! *(Share the customer’s Holiday Wish List over the phone, or offer to text or email the information)*

What is your budget, or how much do you generally like to spend on her? I can also make recommendations for additional products I know she will love that fit your price range.

Thank you for your time and your business!”



\$10,000 Holiday Goal

Sell \$2,000 in wish list sales! Remember, husbands, boyfriends, Dads, Moms, Grandparents, siblings, and more could all be looking for your help!

This averages out to 20 people purchasing \$100 worth of gifts from your customers wishlists.

Time: I would budget 5-10 hours.

Section #7: Pink Weekend

Black Friday, Small Business Saturday & Cyber Monday

Again, here is a FABULOUS resource Mary Kay has provided for us!

STRATEGY *Scripts and Tips*



Suggested scripts and tips to use for Pink Friday, Small Business Saturday and Cyber Monday.

Merrymaker TIP:

Use social media and email to your advantage!

- Post about your sale on your Facebook® Business Page.
- Why not change the **COVER** of your Facebook® Business Page to reflect the **SAVE THE DATE?**
- Build anticipation on your VIP customer page with product videos or images available to you on the Holiday Hub within Product Central on *Mary Kay InTouch*®.

Social Media Post Example



- Send your customers, family and friends a customized **Save the Date** email to build anticipation of your sale!

Email Example



WEEK OF *Thanksgiving*

Monday

Send another email with details of your sale.

Email Script Example

Subject: Mary Kay Sale – PINK FRIDAY!

As your favorite Mary Kay Independent Consultant, I love a great deal, AND one thing I love even more is giving you one! So this Friday, EVERYTHING is on sale! Shop EARLY to save more!

(Include image of invitation with dates and details)

To order, reply to this email, call or text me or visit my *Mary Kay*® Personal Web Site: marykay.com/yourwebsitename.

Please note: Discounts will be applied once your order is submitted based on your order's time stamp. Discount will not be reflected in your cart. Orders can be submitted via email, call, text or my Personal Web Site.

EXTRA! EXTRA! I have MK SWAG BAGS (*Samples of your favorite Mary Kay® products*) as a special gift for all orders over (*Enter amount*), and YOU receive a (*Enter amount*) credit to use with me on a future order for every three friends or family members who purchase from me on Pink Friday. (NO LIMITS!)

(Your Name and Contact Information)

Wednesday Night (Day Before Thanksgiving)

Send a text reminder about your sale.

Text Script Example

Set your phone alarm NOW! My sale starts tomorrow! Check my Facebook® Business Page for all of the details.



Thursday Late Night (Thanksgiving Day)

Send another text reminder about your sale.

Text Script Example

I hope you had a great Thanksgiving! I am thankful to have you as a customer. Respond to this text with "Alarm Set" to be entered to win \$25 in FREE *Mary Kay*® products.



Merrymaker TIP:

Get her to interact with you!

WEEK OF *Thanksgiving* (cont.)



Pink Friday (Day of Sale)

- Get parties booked!
- GENERATE REFERRALS!
- Consider giving a **FREE SAMPLE MK SWAG BAG** to every person who provides you with **10 referrals**.

Text Script Example

Hey, Danielle! I got your order! I want to talk to you ASAP to get you in on a limited-time gift. Call me to get details!



Script Example (for when the customer calls)

“Hi, *(Insert name of customer)*! First of all, thank you so much for supporting my Pink Friday sale! I so appreciate you!! After the *(Enter percent of discount here)*, your total is *(Insert total amount of order)*. I have a hostess special right now where you could potentially earn your entire order or some of the products you ordered for FREE if you have six to eight people over for a spa or holiday glamour beauty experience with me in the next two weeks! How does that sound?”

If she agrees, say: “Awesome, let’s find a date! I can come to you on *(Provide TWO dates when you’re available to facilitate the beauty experience)*. Which date would be better for some girl time?”

Once determined, say: “Fantastic! I’ll create the invitation and text it to you so you can forward it to your friends. I’ll also send the hostess rewards details so we can strategize how to earn your order free!”

(Send her beauty experience details)

Merrymaker TIP:

Individual follow-up can get you great results!

WEEK OF *Thanksgiving* (cont.)

Small Business Saturday

You might reach out to anyone whom you were expecting to order on Pink Friday but didn't via social media posts, email, text or phone call.

Social Media Post Example



Cyber Monday

Follow up with anyone whom you expected would order but who hasn't yet. Send text messages, make phone calls and post on social media for any last-minute shoppers.

Social Media Post Example



(Insert an image of your sale details)

Merrymaker TIP:

Reach out to those last-minute shoppers!



CYBER MONDAY

20% OFF on ALL your favorite Mary Kay® items!

Shop with me online and stock up on gifts... and don't forget to treat yourself!



24 HOURS ONLY!

Designed by QT Office

PLACE YOUR ORDER NOW!

0 1 0 1 1 1 1 0 1 1 0 1 1 1 0 1 0



Pink FRIDAY SALE

Pink Friday Sale Date:

Designed by QT Office

Section #7: Continued....



Reach out to your director for her Pink Sale ideas!

\$10,000 Holiday Goal

Sell \$1,000 during pink weekend!

Time: I would budget around 5 hours to provide LOTS of communication before and during pink weekend. The key to a successful Pink Weekend is follow up, follow up, follow up!

Remember your favorite way of communicating might not be your customers favorite way.

Are your customers getting touch points from you via: *PHONE*, text, email, social media (within the terms of the social media guidelines)

Section #8: Holiday Open House

A NEW Way to think of a Mary Kay Classic!

In today's busy world, how to run a successful Open House has changed too. Instead of holding an open house on one day for a set time and "waiting" on your guests to arrive, I suggest you have an Open House Week or Weekend. Your customers book a specific time to come (by appointment only style). There are a few big benefits to this style; you know how many guests you are expecting, what time they are coming, and you aren't "waiting around" hoping people will "stop by." This style also helps you to confirm guests easier and spend more one on one time with them. You can even have time then to sit down and try the new products, a quick facial or help her pick out some new holiday colors!

You can go to marykayintouch.com under Products > Product Central > Holiday 2019 and open this editable PDF! That's right, you can type in your own info and print! #easy

Example:

When: November 14-17th (or your date)

Where: (your address)

Time: Text/Call to Book your Time

Hosted by: Megan 717-XXX-XXXX

For even more tools & printouts, ask your director. Sh'e excited to help.



Tips to have a Successful Open House:

1. Consider offering an incentive for them to come to your Open House, like “Mary Kay Cash” to redeem only at your open house (consider \$5-\$10)
2. Timing is important. I like to kickoff my Holiday season with my open house offering it the week or two after Halloween. This also gives a week or two break before Black Friday Weekend.
3. Keep it simple! Remember we are wrapping at the beginning of the season, so just grab your holiday baby spread out your gifts and/or hold your open house in the area you are storing/ displaying your wrapped gifts.
4. Use little tent price signs... print them off Intouch (YAYYY!) on card stock and place them in-front of each gift. Your customers will purchase more when they don't have to keep asking for the price of each gift.
5. Keep refreshments easy. I grab some cookies and brownies and put them on a cake stand with a glass lid & individual sparkling water bottles. I also play holiday music and burn a holiday candle :)
6. Mail out invites! People still love getting an actual invitation in the mail! Plus you can put your Mary Kay Cash vouchers in there too. I mail out my invites 2 weeks before hand.
7. FOLLOW UP! THIS IS THE MOST IMPORTANT PART! If you're not going to do this, then don't do an Open House. I don't mean to sound harsh, but I want you to be successful! I have seen consultants spend all their time shopping for supplies, wrapping gifts, mailing invites, baking cookies, cleaning the house, etc and SKIP this CRUCIAL step causing their Open House to not be the success they were hoping for. Emails, personal phone calls, text reminders, social media (Within the Social Media Guidelines) and more!



\$10,000 Holiday Goal

Sell \$1,500+ during Holiday Open House! Average \$75-\$100 per guest

Prep Time: 1 hour

Booking & Follow-Up: 2-3 hours+ depending on the size of your customer base

Open House: LOTS, hopefully! This completely depends on how many guest you get! Make it a goal to book 15-30 guests and have each bring a friend along!

Section #9: Corporate Gift Giving

This isn't scary! It's a fabulous way to work holiday!



SELLING TO *Businesses*

THINK LIKE A RETAILER!

'Tis the season to take the time to contact people who can help you maximize your holiday sales! You'll increase your holiday profits by contacting people in charge of gift buying for small to medium-sized companies. Suggest our gifts for both employees & clients!

SOME ADVANTAGES TO BUSINESS SALES:

- Larger sales! Businesses will place larger orders - either in bulk and/or in price!
- More new prospective clients! By reminding each customer of our 100% satisfaction guarantee, you open the door to contact them and meet other needs they might have!
- Repeat business! By making great quality gifts each person is happy with, you open the door to repeat business year after year!
- Good time management! You deliver multiple gifts to just one location! Most businesses will also want to give their gifts early so everyone gets them before the holidays!

NOW'S THE TIME TO GET STARTED ON YOUR CHRISTMAS BUSINESS!

According to a 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! The largest group of executives say they'll spend \$25-\$50 on employees and \$35-\$55 on clients. There is a \$2.5 billion market to tap; that's what corporate holiday gifts are worth within the incentives gift industry. The IRS even allows a deduction of \$25 per gift! The corporate gift business is not satisfied by food anymore; they want warmer, more personal and fun gifts. They want fresh, hip ideas that have a sense of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Put together gifts that you can get 100+ of the exact same thing (Think BIG!).

PREFERRED CLIENT / VOLUME DISCOUNTS:

\$200 - \$249 = 5% OFF!

\$250 - \$399 = 10% OFF!

\$400 - \$499 = 15% OFF!

\$500+ = 20% OFF!

Gift certificates are also available in any denomination.





OVERCOMING *Objections*

Use the following scripts for overcoming the most common objections when making the follow-up call to businesses after sending the letter.

WE ONLY GIVE A 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!"

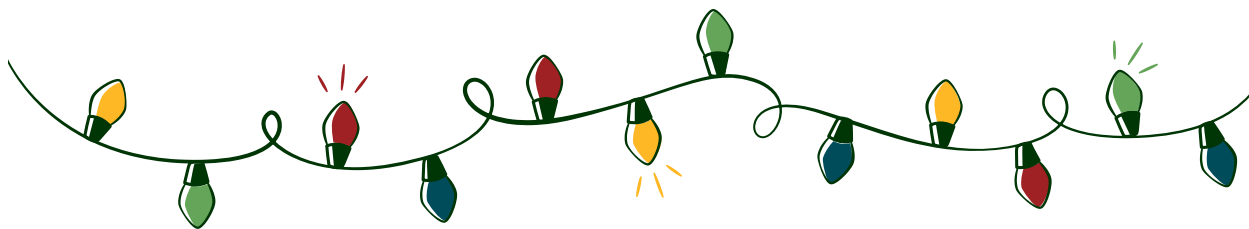
GIFTS ARE TOO PERSONAL

"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 so that you 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!"

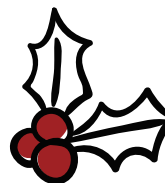
CONSIDER THESE BUSINESSES:

- Banks
- Churches
- Clinics
- Cleaners
- Car Dealerships
- Gas Stations
- Realtors
- Hotels
- Doctors
- Dentists
- Printers
- Veterinarians
- Loan Companies
- Insurance Companies
- Contractors
- Restaurants
- Social/Civic Groups
- Self-Employed People





A FEW TIPS



- Ask each of your customers about their company gift-giving policies and the name of the person in charge of them. Being referred can both “Get your foot in the door” and save you time! Don’t forget to give your customer a special thank you gift for referring you!
- Send a signed introduction letter. Include a sample gifts’ picture page with it. Call and follow up within a week. Once you have the person on the phone, your goal is to schedule an appointment. A great script from Mark Kay is : “Mr. or Ms. (name), as I stated in my letter, I have ideas to help you with your holiday gift buying. I know you have a busy schedule, so I’ll only take about 10 minutes to show you my gift selections. What time of day is best for you – mornings or afternoon? What day of the week is more convenient?”
- *Secretary tips:* If the secretary asks you to identify the nature of your call, tell her it has something to do with a gift for her. If she persists, give your name and say you’re following up on a letter you sent to (name) on (date).
- Dress and act professionally for each appointment. Be on time. When you arrive, give a product sample or other small gift to the secretary and have fragrance samples on hand for the potential buyer.
- Focus on your selection of gifts and prices. Include pictures. Emphasize your range of prices. Ask your contact if he or she has several different price levels in mind or if everyone receives the same gift. Normally, a company gift buyer will either choose the item or say something like, “I need 20 women’s gifts and 15 men’s gifts at \$20 each”. The actual selection may be left up to you”.
- Present a holiday brochure to the buyer, and make your gift suggestions. Present the fragrance vials. Offer free gift wrapping that beautifully coordinates with holiday packaging. Listen for other gift needs your contact may have – such as personal gifts for family and friends.
- Collect at least half of the total sale when the order is placed. Set a date to deliver the order and collect the balance, probably during the first week of December.
- Attach your address label to each product. If possible, get the names of the recipients for follow-up sales.



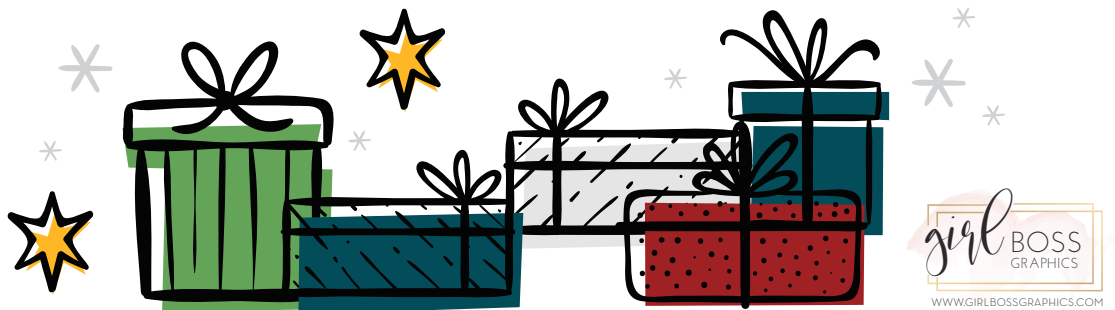
CALLING ALL BUSINESSES *Script*

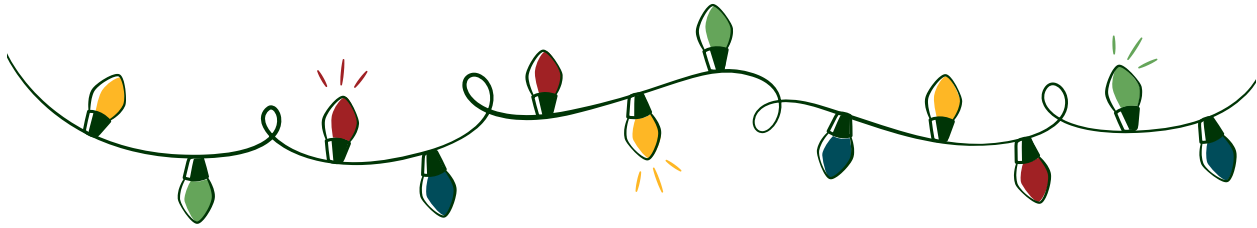
“May I please speak with the person in charge of purchasing holiday gifts for employees or clients?”

“Mr./Mrs. ____, this is _____. I’m an Independent Beauty Consultant with Mary Kay, Inc., 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 \$10 to \$50 or more. You can order now and pay half of the total cost and pay the balance due upon delivery the week of ____.”

It’s recommended to take 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, ask for a 15-minute appointment this week to show him/her the wide variety of gift choices.





Dear Business Executive:

As a businessperson, 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 offer executive gift-giving services to meet your holiday gift-giving needs.

This service provides you with the following features:

- Customized gifts ranging in price from \$10-\$250
- Gift Certificates
- 100% product satisfaction guarantee
- Special savings on all orders of \$100
- Payments by cash, check, Visa, MasterCard, American Express or Discover
- Complimentary gift-wrapping and 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. As mentioned in the list above, all products are 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 would be able to meet, at your convenience, to review your holiday gift giving needs. Looking forward to speaking with you soon.

Sincerely,

Your Holiday Gift Consultant



Corporate Sales Continued..

*Remember to make a list of all the businesses you personally do business with and start there! Also, think about what customers, friends and family members you have that own businesses.

\$10,000 Holiday Goal

Sell \$1,500 through corporate sales! That's 6 businesses purchasing \$250 in gifts from you.

Time: 5 hours. This time should be spent making your list of businesses, calling & mailing your letters and having a meeting to personally showcase your gifts.



Section #10: Don't stop working your MK Business!

Book, Sell & Share Repeat, 12 months of the year is KEY

Just like every season of the year, the heartbeat of your business is faces! Share the products and share the Mary Kay opportunity. We never want to lose sight of the core of our businesses. 💕

\$10,000 Holiday Goal

Sell \$2,000 from your normal parties and facials! That's 20 faces at a \$100 per faces average, or 8 parties with \$250 in sales!

Time: 16 hours



Section #11: Track Your Success

Color in the Christmas Trees to track your way to your sales goals in each area.

Holiday Baby Sales

Goal: _____



Wish List Sales

Goal: _____



Pink Weekend Sales

Goal: _____



Open House Sales

Goal: _____



Corporate Gift Sales

Goal: _____



Parties/Facial Sales

Goal: _____

