

give joy fully!

MARY KAY

HOLIDAY SELLING & TEAM-BUILDING GUIDE



Consider the following monthly tips to help you maximize the holiday selling season and give your customers the gift of an easy, stress-free holiday.

Tune in for more holiday tips!

Sleigh sales all season long by watching the monthly holiday videos.



This icon indicates a **HOLIDAY ASSET** is available in the Product Central holiday hub. Find them on *Mary Kay InTouch*[®] > Products > Holiday 2022 > Supporting Materials.

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September

- Consider personal calendar commitments for the next four months. This will help you prioritize the things that are important to you, while still making time for your Mary Kay business.
- Set a specific holiday season goal and timeline. For example: What would you like to accomplish? By when do you want to accomplish it? How are you going to make it a reality?
- Schedule your virtual or in-person holiday open houses, and send save-the-dates.



Download and share the **open house invitation** with your customers!

- Hold beauty experiences, skin care parties and second appointments throughout the holiday season to see as many faces as possible. The *Uniquely Hue* Makeover Contest is also running through the end of September and is another great way to encourage your customers to book color appointments.
- Keep your *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 earn extra income in the process?



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October

- See more faces and increase your customer base by continuing to hold virtual or in-person beauty experiences, skin care parties and second appointments.
- Provide holiday wish lists to everyone you meet to generate future sales in the coming months.
 - 📄 Pass out the printable **holiday wish list** to your customers!
- Hold a virtual or in-person holiday open house for your customers to get them excited for the upcoming holidays!
- Prepare your inventory, and be sure to create your own giftable items.
 - 📄 Check out the ***Holiday Products Merchandising video*** for fun ideas on wrapping and bundling your own giftables.
- Send save-the-dates for *Mary Kay Pink Weekend™*, including your Turn Friday Pink, Shop Big With a Small Business and Cyber Monday sales.
 - 📄 Starting Oct. 15, download and share ***Mary Kay Pink Weekend™ digital assets***, including a party invite and an *MKeCard®*.



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November

- Let everyone know that you can help them with their holiday gift-buying.
- Sell giftables and holiday products. Continue to provide the holiday wish list to those you meet.
 - 📄 Make your holiday bundles extra joyful with printable **holiday gift tags**.
- Offer holiday-themed beauty experiences and skin care parties as a way to connect with more people during the holiday shopping season.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.

Mary Kay Pink Weekend™

(Turn Friday Pink, Shop Big With a Small Business and Cyber Monday)

- This is the perfect weekend to book new appointments and generate referrals.
- Communication is key – Make sure everyone knows the dates and specifics of your events. For example: Utilize postcards, emails, social media, calls and text messages to notify your customers of your sale as the date approaches and again on the day of the sale.
 - 📄 Ensure you have an overall professional look with **Mary Kay Pink Weekend™ digital assets**.
- Individual follow-up with your customers, family and friends is helpful for great results!



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December

“Behind every achievement, large or small, lies a plan. If you really want to get things done, the sooner you learn how to plan, the better.”

– Mary Kay Ash

- Continue to hold virtual or in-person beauty experiences, skin care parties and open houses.
- Sell through your giftables and holiday products. Carry products with you throughout the month; you will be surprised at how many people you will sell to as you are out and about.
- Offer holiday-themed beauty experiences and skin care parties. For example: You could offer your customers a holiday makeover party where they can invite some of their friends and get ready together before a festive night out.
- Review your 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 into the new year.
- As always, thank everyone who purchased from you this holiday season by sending them a thank-you message. This is a great way to follow up with your customers and ask if there is anything else you can help them with. You can also include a link to the *Mary Kay*® Interactive Catalog in your thank-you message to see if there are any more holiday products that catch their eyes.
- This is also a good time to ask them if starting a Mary Kay business can fit into their lives. Consider sharing one of the *It Just Fits*™ YouTube Premiere videos with potential team members.