

# Procedure for a Holiday Show



## COACHING:

1. Select your previous best Hostesses.
2. Instruct her to invite as many people as she would like.
3. Refreshments should be simple. (You may want to offer to bring a tin with butter cookies.) Consultant will provide door prizes.
4. Have Guests bring their Christmas list.
5. Let Guests know that you will take half payment down & half on delivery (MC/VISA, etc.)
6. Tell Guests that you will not do make up. It will be a 1 hour program.

**PROGRAM:** As each guest arrives, warmly greet her and ask if she's ever tried Mary Kay skin care products. Ask her to complete a skin care profile before trying Satin Hands at the sink. When guests return to your presentation area, give each one a sales ticket, a Wish List, a beauty book, & a holiday gift list.

10 Minutes: Meet everyone, thank Hostess, and present gift.

10 Minutes: Opening

1. Explain hand outs, brochures
2. Explain your current Hostess Program
3. I-Story

5 Minutes: Reasons for Shopping with You for Christmas

1. Wide variety of products
2. Gifts in every price range
3. Personalized shopping, gift wrap & delivery
4. Saves time - avoid crowds
5. Saves aggravation
6. Gifts are 100% guaranteed
7. No waiting in long lines for exchanges; no keeping receipts.



30 Minutes: Quick Introduction of Fragrances

1. Explain fragrance layering
2. Presentation of sets, Between fragrances, pass around a small tin of plain, whole coffee beans to sniff. (Keeps the nose from getting confused!)
3. Give beauty book and romance the skin care.
4. Give out Wish List
5. Door Prizes (Fill Tell me what you think form)

10 Minutes: Close

1. Methods of payment
2. Benefits of booking

Thank them and say "Ladies let's go shopping!"

3. Individual close
  - a. Select sets
  - b. Set the date for her class
  - d. Ask for referrals

### Booking Script

"Christmas is only \_\_\_ weeks away! How would you love to get a jump on the season? Simply invite 4 or more friends for coffee. I'll bring the cookies & introduce you and your friends to our new holiday fragrance & color cosmetics collections. Plus, I'll have a \_\_\_ as your special gift for hosting the Holiday Show. Would this week or next be better for you? Great! I can't wait to show you everything!"

# Procedure for a Mary Kay Holiday Coffee/Stop By

(Thank you, Senior Director Vicki O'Bannon!)



Large Laundry Basket - if wicker, spray paint it gold/silver

1 Holiday Table Cloth - gold, silver, red or green will do

1 Holiday Candle, & 1 Book of Matches

1 Small Cassette /CD Player, 1 Cassette Tape/CD of Festive Holiday Music

1 Tin of Cookies

- ◆ Add to the basket one of several "Holiday Gift Giving Ideas" using regular line merchandise. plus our NEW Holiday Line.
- ◆ Gear your gift ideas in a wide price range.
- ◆ Gear gifts for men and women, teenage boys and girls, Grandma and Grandpa, gift exchanges at work, gifts for teachers and stocking stuffers, etc.
- ◆ Group your friends and customers by the city or area they live in to cut down your travel time.
- ◆ Call each person and schedule a 30 minute quick appointment for you to come by and show her/him a few Holiday Gift Ideas to save her/him the time at the stress associated with mall shopping
- ◆ When you arrive, spread out your Holiday Tablecloth on table. Light the candle and place it in the center of the table. Play the holiday music quietly to get them in the holiday spirit. Open the tin of cookies, take each gift idea out of the basket, one at a time. As you take the sets out of the basket, pass it around the room for your guest to see. Describe what it is. The last person will put the gift on the table as you continue this process until the basket is empty. Your table will be set with the gifts.
- ◆ Explain to the guests that you will take orders today with 50% down and 50% on delivery with complimentary gift wrap.

Items to bring along in your purse or briefcase:

Beauty Books- Look Books, Profiles, Sales Tickets, Business Cards, Calculator, Ink Pens and Wish List

- ◆ I love the idea to bring grocery store cookies along for guests to munch on while you are writing up the orders. Have the Hostess put on the coffee. Let it brew during your 30 minute presentation. (Save cookie receipt for tax deduction.)
- ◆ This is a great alternative when people will not book classes during the holidays. If you go to them for just 30 minutes, you will reap the rewards. You will probably be a Star Consultant, you will increase your confidence. Your customers will think of you as their "Gift Source" for the next holidays like Valentine's Day, Mother's Day, Birthdays, etc. You will meet people you never would have before and you set up your next successes in January with new people to book. This is a win-win situation.

This is so exciting, I'm going to make this Holiday Season a profitable one where I am making everyone happy. HAPPY HOLIDAYS!!

File under Holiday Selling



### Booking Script

"Christmas is only \_\_\_ weeks away! How would you love to get a jump on the season? Simply invite as many friends as you like or for coffee. I'll bring the cookies & introduce you and your friends to our new holiday fragrance & color cosmetics collections. Plus, I'll have a \_\_\_ as your special gift for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"



“Calling all businesses...”

Senior Director Nancy Moser of Brookfield, WI, 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./Mrs. \_\_\_\_\_, this is Nancy Moser. 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 \_\_\_\_\_.”*

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 him/her the wide variety of gift choices.



### OVERCOMING OBJECTIONS

Executive Senior Director Sharon Stempson of Fairborn, OH, 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 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 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-*