



2008 Holiday Workshop

LaMarr Area Retreat

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A SIMPLE HOLIDAY SALES PLAN

SEPT BOOKING FOCUS: New fall looks, new product preview

- Week 1: make your holiday plan – Open House, businesses you want to contact, etc. Just think it through!
- Week 2: Finish up Model of Beauty entries
- Week 3: Make a list of businesses to contact for gift giving. Consider customer/family businesses & YOUR contacts: dentist, etc.
- Week 4: Write letters to ½ the businesses on your list telling about your services, saying you'll call soon.

OCT BOOKING FOCUS: New products

- Week 1: Do personal Christmas shopping (think MK gifts!), or at least make your list and plan it out. If you're done by 10/30...you'll SAIL through the season!
Write letters to other ½ of businesses on your list
Take Go Tote and/or samples & catalog with you everywhere
- Week 2: Follow-up with the first set of business letters. Offer to treat staff to Satin Hands, show gift ideas in person, etc.
Begin getting wish lists filled out with every facial
- Week 3: Schedule office holiday shopping parties w/ your customers. Lunch hours or just after work are great times! Search out area events you can set up a table or offer goodie bags to...get your name out there!
- Week 4: Follow-up with the 2nd set of business letters as above.
- Week 5: Send Open House invitations (assuming Open House is mid November. This year our UNIT Open House is 11/17/07...save the date!)

NOV BOOKING FOCUS: Holiday Glamour Look

- Week 1: Write letters to husbands of customers, telling of your service & that you know his wife's wish list & will call to discuss it with him soon
- Week 2: Begin to follow-up with husband letters and as you see them in person...may not be ready yet, but ask when you can call back
Send postcard to customers regarding the Thanksgiving Sweepstakes online & my personal Thanksgiving week sale...SEE ATTACHED FOR A GREAT IDEA!!
- Week 3: Bookings, follow-up, finish any of the above...
- Week 4: Bookings, follow-up, finish any of the above...

DEC BOOKING FOCUS: DOUBLE HOSTESS CREDIT (or choose your extra incentive), Holiday Coffees (informal stop & shops – quick & easy), New Product Preview, Holiday Glamour

- Week 1: Follow-up with husbands. They're getting serious now!
Follow-up wish lists
Wrap stocking stuffers adorably & carry some with you...the eye buys & anything inexpensive will MOVE off your shelf!
Ask 10 women to be catalog hostesses. Offer a 50% off shopping spree when they collect \$100 in outside sales over the next 10 days...they'll be seeing lots of people now!
- Week 2: Deliver 12 Days of Christmas baskets by the 13th
Be prepared for January bookings in your calendar. Some absolutely won't book in December...offer them an after-the-hubbub date. Remember...some WILL book in December!
Warm chatter all sales people with a SMILE
- Week 3: Call customers for personal needs – they get caught up and may forget to call you! Do you have her wish list? Does she need to buy a personal "gift" for herself?
Follow-up additional Wish Lists
- Week 4: Wrap up & enjoy time with your family. Do you go shopping after Christmas? So will your customers! Why not offer them an "inventory reduction sale"...offer a couple of hours on Saturday morning for them to stop & shop. Will they want to have a pampering session with friends/family who are visiting from out of town?

- JAN BOOKING FOCUS: New Year, New You, New Products!
- FEB BOOKING FOCUS: Valentines, Winter Skin Checkups
- MAR BOOKING FOCUS: March Model Mania, New Product Preview
- APR BOOKING FOCUS: New Products & Mother/Daughter Events
- MAY BOOKING FOCUS: Mother/Daughter Events, Summer Glow (prep skin & sunless tanning)
- JUN BOOKING FOCUS: Simple Summer Skin & Color for the Beach; New Product Preview
- JUL BOOKING FOCUS: New Products
- AUG BOOKING FOCUS: Back to School/Back to the Basics

Exercise FOCUS through the Holidays

I want to talk to you tonight about focus: What is focus? What are the adversaries of focus? This time of the year in particular we have many distractions that can keep us off-course from our goal. Many of those are good and wonderful distractions which makes it even harder to accomplish our goals. There is so much pressure these days combined with the holiday season; it becomes a full time job in and of itself if we let it. We want to enjoy and get the most out of the holidays, but we don't want to lose focus and see our goals slip through our fingers in the process. How can we accomplish both?

I'm going to give you my list of how to's that have helped keep me focused during stressful times, difficult times, or holiday times.

1. Organize:

Unhappiness is not knowing what we want and killing ourselves to get it.

- ** Treat this business as you would any job during the holiday season
- ** Have set times to do your business.
- ** Discipline your mind..."How can I" never "I can't"
- ** Don't Travel - when you are with your family...really be with your family.
- ** When you're doing Mary Kay...FOCUS!
- ** Simplify: The holidays – Your Mary Kay - Your home life
- ** Enjoy the quiet moments and small things and
- ** LEARN TO SAY NO! Refuse to buy GUILT!

2. Prioritize:

Don't equate activity with efficiency:

The art of being wise is the art of knowing what to overlook.

- ** Know your exact goal each month.
- ** Determine what is really most important to do in your business.
 - * Contacting every customer should be #1
- ** Do your six most important things and do the things you least want to first.
- ** Resist the temptation to embezzle

3. Utilize:

The person who knows how will always have a job – The person who knows why will always be the boss!

Success seems to be largely a matter of hanging on after others have let go.

- ** Truly help people with their Christmas shopping
- ** Utilize wish lists and husband's names on profile cards
- ** Combine Christmas parties with shopping boutiques and sell multi-tasking
- ** Realize people will be buying gifts on December 24th at midnight
- ** Turn every no into a booking for January
- ** Recruit people for extra money during the holidays, tax benefits, etc
- ** Utilize the teleconference marketing opportunity
- ** 12 days of Christmas for customers and the kids
- ** Utilize help, and trade product Christmas gifts for the help you need
- ** Get in the spirit of giving with your customers by giving them a gift



Get Excited...

Selling \$10,000 this Holiday Season will give you a TOTALLY Debt Free Christmas. Imagine, shopping for your family with over \$4,000 cash!!

Work it full circle and put a New Vibe under the tree for you and your family!!



\$10,000 Christmas Cash Plan

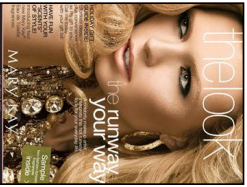
	Total in November/December	Total Held Each Month	Average Sales per Event	Total Holiday Related Sales
Holiday Book Shows (Silent Packets)	15	7-8	\$100	\$1500.00
On-the-Go/Santa Wish Lists	20	10	\$50	\$1000.00
Holiday Coffees	10	5	\$200	\$2000.00
Holiday Open House	1	(choose a date)	\$500	\$500.00
Skin Care Classes/Parties	10	5	\$200	\$2000.00
Men - \$200 Set	5	2-3	\$200	\$1000.00
Men - \$150 Set	5	2-3	\$150	\$750.00
Men - \$100 Set	10	5	\$100	\$1000.00
Unit Guest Events (Nov. - Dec.)	3	(see schedule for these events)	\$100	\$300.00

Get Started in November...

- Schedule your Open House
- Schedule 5 Holiday Coffees for November
- Schedule 5 Classes/Parties for November
- Begin constructing your list of Men to call
- Pass out Santa Wish Lists to EVERYONE...follow up!
- Book your 7-8 Holiday Book Shows - Get those packets out in November
- Line up guests...November Guest Events



GRAND TOTAL	\$10,050.00
<i>(Reinvest Product Sold 50%)</i>	(\$5025.00)
<i>Estimated Expense/ Product Giveaway 10%</i>	(\$1005.00)
NET PROFIT	\$4,020.00



Holiday Products - Sample Orders 2008

Designed by Lisa Allison

Sets and New Products	\$4,000 Holiday Sales \$2,000 Wholesale Holiday Order -		\$3,000 Holiday Sales \$1,500 Wholesale Holiday Order		\$2,000 Holiday Sales \$1,000 Wholesale Holiday Order		\$1,200 Holiday Sales \$600 Wholesale Holiday Order		\$620 Holiday Sales \$310 Wholesale Holiday Order	
	\$/Set	# Sets	\$/Set	# Sets	\$/Set	# Sets	\$/Set	# Sets	\$/Set	# Sets
Glistening Winterberry Body Care Gift Set	26	12	26	9	26	6	26	4	26	1
Creamy Frosted Vanilla Body Care Gift Set	26	12	26	9	26	6	26	4	26	1
Warm Amber Fragrance	25	12	25	9	25	6	25	4	25	1
Simply Cotton Fragrance	25	12	25	9	25	6	25	4	25	1
Sparkling Honey/suckle Fragrance	25	12	25	9	25	6	25	4	25	1
Exotic Passionfruit Fragrance	25	12	25	9	25	6	25	4	25	1
All Things Glamorous w/Champagne lipstick	40	12	40	9	40	6	40	3	40	1
All Things Glamorous w/Berry Luxe lipstick	40	12	40	9	40	6	40	3	40	1
All Things Glamorous w/ Couture Pink lipstick	40	12	40	9	40	6	40	3	40	1
Compact	18	12	18	9	18	6	18	3	18	0
Compact Powder Brush	4	12	4	9	4	6	4	3	4	0
MK Mens Gift set	38	12	38	9	38	6	38	4	38	1

BE STRATEGIC! Remember: you'll want 2 extra sets: one for your own bathroom and one for demo (this entire line fits into a Travel Roll Up bag)

Holiday Strategy Worksheet

"Plan Your Work and Work Your Plan"

- Mary Kay Ash

Step 1: Choose Your Strategy

Listed below are the main holiday selling ideas!

Choose 1 or 2 ideas that best fit your time, energy and personality

- A. Holiday Coffees/Trunk/Gift Shows/Pampering Parties
- B. Open Houses
- C. Gift Giving Services for Businesses, Husbands, Family and Friends
- D. Velocity/Timewise Classes/ Holiday Makeovers

Step 2: Set A Plan of Action

- A. Use a Weekly Plan Sheet or Calendar and schedule dates and times
- B. Commit to implementing the selling ideas you have chosen!
- C. Take into account personal events, shopping, cookie making, etc.
- D. Set specific goals
- E. Create your plan with your family
- F. Turn in a copy of this plan to your Director

Step 3: Evaluate your success and make notes for next year

I am choosing the following ideas:

1. _____

2. _____

My Holiday Retail Goal is \$ _____

I want to build my business because _____

I want to add _____ new team members to become a

Star Recruiter

Team Leader

DIQ

Director

What worked best _____

What I'd change _____

Christmas Strategy Contact List

Businesses to Contact For Gift Giving Service



Business	Phone	Contact Person
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Husbands/Boyfriends/Other "Santa's"

Customers Name	"Santa's" Name	Phone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____



Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows & TimeWise or Velocity Classes



Prospects Name	Phone	Type of Appointment
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Coaching Cards for the Holidays

Use these scripts when calling to coach your classes!

DOUBLE BOOKING

"I'm going to put you down on this date, which you feel is the best time for you, although I already have another tentative date for that time. There is a good possibility my other hostess may change the date. If she should select to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone I know you will enjoy having. However, I am fairly certain I will be there. OK?"

FOUR-POINT RECRUITING PLAN

Before every skin care class, ask the hostess, "Who is coming today who might be interested in doing what I do? How about you?" Give her a heartfelt, enthusiastic talk about why YOU like YOUR career. Select at least one person at every class. Offer a special gift for anyone who recommends someone and is accepted by the company and becomes a consultant.

TENTATIVE DATE BOOKING

"Well _____, I know when you do have your class, you'd like your hostess to receive credit for it, wouldn't you?" (nod your head) "then suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it is inconvenient, you can call me and we'll change the date. That way (your hostess's name) will receive credit for your having booked from her class, ok? Let's take a look at the calendar and find something you think will work. Which part of the week is best for you, the first part or the last? Which day? Morning or

BOOKING FROM A SKIN CARE CLASS

"At every skin care class I always select a couple of people that I would like most to have as my future hostesses - and today I have selected YOU! Tell me _____, when we get together for your second facial, is there any reason why you couldn't invite some friends? I think you would be great!!!"

REFERRALS

"My goal this week is to give a facial to five people who have never tried Mary Kay products before. Who do you know whom you feel would really enjoy the luxury of a personalized skin care appointment? When someone you refer to me has a makeover, you will receive \$5 in FREE Mary Kay products."

TO INVITE A GUEST TO A FUNCTION

"Mary, so many exciting things are happening at Mary Kay; I'd really love to share them with you. Better yet, I'd love to have you see for yourself how rewarding and fun a career in Mary Kay can be. Our unit is having a (guest night/unit meeting) on (day, date and time). Why don't you come as my guest? I'll pick you up at (time). After the meeting, I can answer any questions you may have, ok?" Call her the day of the meeting: "I will just keep you a minute! I was calling to ask if you would prefer (mascara, lip gloss, ect.) or a (different MK product under \$10). I will be presenting you a gift for being my special guest this evening."

FACIAL BOX BOOKINGS

"Hello, Ms. _____ (or her first name if it's on the slip). I am the professional Mary Kay Beauty Consultant. The other day when you were in (shop name), you registered for a complimentary makeover. I am so excited about introducing you to our fabulous product line. You are going to love it! When would be a convenient time for you, morning or afternoon? First part of the week or the last?"

PRE PROFILE FROM HOSTESS GUEST LIST

"Hello, this is _____. I'll be teaching _____'s skin care class next _____ (date). If you have just a minute, I would like to ask you some questions about your skin." Ask her questions on the profile - then... "Have you ever had a Mary Kay facial?" "Are you sensitive to any ingredients?" Do you prefer warm or cool colors?" Give her the time of the class. "It is casual - no obligation! See you there!!!"

CONVERSATIONAL BOOKING: Perfect for when you are out holiday shopping!

(Key: Be Friendly and Smile)

"Sincere compliment - "My name is _____. I teach skin care with Mary Kay Cosmetics. I would love to offer you my free makeover. Here is a sample to try. If it's alright, I will give you a call in a day or two to get your opinion. Here's my name and number and I'll need to get yours so I can call you."

Holiday Shopping Coffee

Ideas From Several Directors Collected By: FESD Sarah Hjelle-Bjorgaard

1. How to Invite Them:

- “How would you like to get anything you want from Mary Kay @ Half Price? Well it’s easy and it’s fun! Simply have a Holiday Shopping Coffee—invite as many women as you would like and when we sell 10 items, you will get to go on a HALF OFF Holiday shopping spree!” No one will take off their make up, however they will receive some special pampering! When would be a good time to get together? Beginning of the week or the end of the Week?”



2. Hostess Coaching:

- Set a date to follow up & find out how many are coming.
- Ask her for the addresses so you can send a confirmation postcard.

3. How to Display Products:

- Package sets in Sheer Bags, Holiday Bags, or Baskets—but make it simplistic! Use what the company has for us already! *Look at your Applause Magazine & Look Book!
- Have one table display (I use a black cloth over the top of some empty boxes to give height variation), light some scented candles, and play holiday music.
- You may also want to include 3-4 gift ideas that are packaged up!

4. Conducting The Coffee:

- As the guests arrive, introduce yourself and get to know them. (you may want name tags)
- Have hostess serve them coffee & cookies.
- Give each guest the following items: Profile Card, Look Book, & Set Sheet (Instruct them to use the set sheet thru the presentation- fill in favorite sets & wish list.)
- Have Guests fill out Profile Card prior to beginning.
- Thank hostess and romance your Holiday Hostess Program. (Give gift in holiday gift bag)
- Talk about Door Prizes—Must earn tickets to be in the drawings.
- Talk about how they can earn tickets. (1st—5 tickets for booking)
- Pick up first set on the set sheet and romance. (**Do a hand facial with opposite skin color foundation after you finish talking about the Miracle Set**) For the rest of the sets... you may want to have some DEMO products so that they can demo at least one of the items in each set. Refer to their profile card when you are talking about the products. *If they are smelling multiple fragrance items, pass around a champagne glass filled with coffee beans to smell prior to the next set.
- Instruct guests to circle items they like on their set sheet.
- Show Satin Hands as the last set & demo to wash off foundation.

5. Closing The Coffee:

- ROMANCE how the get THE BAG like crazy! (Must purchase any 4 sets!! You aren’t giving product discounts—you are just giving the bag for 4 sets! Only \$12.50 out of your pocket!!)
- Give 1 ticket for every \$20 that is purchased (10 Bonus tickets for roll up bag)

Holiday Shopping Coffee

Ideas From Several Directors Collected By: FESD Sarah Hjelle-Bjorgaard

5. Closing The Coffee:

- “Ladies, we’ve got just 7 minutes left and in exactly 7 minutes we’re going to do our door prize drawings from the set sheets in the middle of the table. So, quickly fill in your 4 favorite sets or just simply circle what you want! I’d like to tell you how you can pay for that—I take cash, check, Master Card, Visa or I’ll even do half down and I’ll collect the second half when I deliver in _____. I will work with you to get what you want today!! I am going to walk around and help you customize your sets & answer any questions”
- Be sure to ask:
 - Did you have fun? What did you enjoy most?
 - Do you have any questions on the products? (look at sheet / discuss)
 - I see you have ___ sets circled today, is that comfortable for you? (customize sets)
- **BOOK THE CLASS: (THIS IS KEY)**
 - “_____ you have several things on your sheet that I know excited you that you aren’t taking home tonight.... What do you say we book a Shopping Coffee to be held at your house so you can get them at least 50% off—I think you’d be a great hostess and I’d love to work with you”. (Remember 5 tickets for booking)
- Hand out tickets while you are customizing products (could have Hostess do this while you are closing—she’ll help you sell! Let her!!) Make a BIG DEAL when someone earns 10 bonus tickets for their Roll Up Bag!



6. Marketing A Must:

- “I’m going to give you one more chance at earning tickets for our biggest door prize! Did you all receive the postcard from me in the mail? How many of your brought something that was on your postcard? As we begin to talk about each item—you’ll get a ticket if you brought it and a ticket if you know what it represents! Are you ready?”
 - Play Money—Money you can earn (\$50-\$100 per hour)
 - Old Cosmetic Product—(Must TRASH to get a ticket) - Get products at cost.
 - Toy Car / Car Window Sticker—3 cars you can earn.
 - Wrapper From a Box or Package of Cheese—Big Cheese, you are the boss of your business.
 - Mirror /Note From a Friend—Self Confidence & Esteem
 - Picture of Your Family—Priorities
 - Menu—Tax Deductions
 - Map—No territories—No quotas
 - Encyclopedia—Free training—better than most college degrees
 - Clock—Doesn’t Take allot of time to be successful
 - Pic Comb—Choose who you want to work with
- Now I am going to let you ask me anything you want about our business opportunity for about 5 minutes! Each time you ask a question—you will get a ticket for the door prize”
- Door Prize Drawing
- Thank everyone for coming / **FOLLOW UP WITHIN 24 HOURS WITH INTERESTED PARTIES!**



Deb Dudas' Holiday "Trunk Show"

This is the easiest time of the year to get groups of people together! Your efforts will go a LONG way to giving YOUR family a Merry Christmas!

You can work 3 classes a week with this idea and could do all 3 classes on the same day.

Book 1-3 "SHOW in a BOX" or Trunk show or Holiday coffees- whatever you want to call them. (You could book a 10a, 2p, and 6p on the same day)

Offer the Hostess \$75 in Free MaryKay products for a \$400 show. Less than that is 10% of the retail sold. See how you are combining **BOOKING, SELLING and RECRUITING** with minimal time.

#1) When you book your class- hand her 20 invitations and explain that you will be picking them up in 48 hrs so that you can postmark them. Pick them up, and record all the names and addresses in your spiral notebook before you mail them.

#2) Put together a \$400 retail set in a box for each class that you are doing. If you demo all the same products each time, the repetition get you comfortable doing the same products and same presentation and you become good and quick at holding these. Basically, you should choose 2 of every one of MK's Holiday line and a few Satin Hands Sets, Hand cream, Mascaras, and Lip glosses.....that will get you there. Order your inventory in these sets so you can pack for your classes.

#3) Heres where we are different. Explain to her that you will set this up the night before the show. She will have a list of all the products and the prices of everything. (So she can sell before you get there) CAN YOU BELIEVE that there are people that would rather buy from your hostesses than from YOU??? Yes, they will for several reasons. Also it gives a longer time for the display to be shown. If you set it up with her at say 5pm its there until the next day – that way any of her friends that can't come at the time scheduled can come by that night or early am and take a look . (You are essentially getting your hostesses to move product for you. You get the sales and allow her to see that she could sell the products).

#4) At the class bring a few extra ideas- all should fir into a tote bag, set it up and GO. With your setup already done, you can be OK getting there 30 min early and devoting that time to recruiting your hostess and finding out who is coming that could see themselves doing what we do.

Now, here's the 15 minute class procedure.

Start with the beginning of the flip chart, talk about the quality of the products, give a Crackerjack recruiting talk, ask for referrals, and then explain the fragrance layering concept.

Then, "Vanna" the products and let them try the lotions of the scents. Be sure to put the Color 101 Looks (in the Look Book) together in vinyl zipper bags or envelope bags. Always remember, glamour is your most impulsive sale.

#5) NOW CLOSE IT. I see you promoting sets- but no big close- Do like Rena Tabet teaches. Here's the close:

There are 3 things you would like to know at this point. How much does it cost, how do I pay for it, and when do we get our products??? Well, you pay for it anyway you want to- VISA/MC/DISCOVER-half down, half later or "husband doesn't know plan. Whatever works for you will be fine with me. With few exceptions you will get your products right away. I knew when I started my business I wanted to stock products for all of you. And- How does it come? Well, you can buy everything individually today, or you can purchase any of the sets here. There is one other way to purchase your products.

My #1 goal is for all of you to have your best Christmas Ever! And I know 3 things about you. The closer you get to Christmas; you'll wish you had more TIME to spend with your family, am I right? You'll also wish that you had more MONEY, and you'll also wish that you had more ENERGY at the last minute. So here's my answer to all of this.

I want you to imagine that you had your own Mary Kay gift box in your home. Today, you know that you may have 10 people that you need to buy for at a \$10-\$20 price. You may know you need 3 Mens gifts, or that you may need childrens gifts for teacher, etc. (anything you pick up on from the class conversation) What I want to talk about is today, choosing to purchase a Mary Kay gift box. You and I would sit down and do a lot of your Holiday shopping and whenever you need anything, you will just go into your gift box, choose one of the quality gifts from today, wrap it or simply add a bow and present it. No running around, No hassles, No stress, AND I can save you money too! Today when you purchase your Mary Kay gift box of \$200 you save 15% (or \$30) When you purchase your \$400 gift box for gifts or personal use you save \$75. And I will be very honest and tell you that I'd love to help you holiday shop this year and I'd love to have you trust me with all of your Holiday Business.

Your Box is totally customized for you and your holiday needs and can include all of your own personal favorites with your gifts. Can you see how this would save you time, energy and money this year?????

#6) You will average 5 people of the 20 postcards you sent placing orders and 5 more that will place orders that maybe weren't even invited. After the class turn to your hostess and say "Susie -I have 15 other people (or however many didn't come) that we invited to your show today. I am going to call them and tell them that we missed them at the show and offer to set up a 15 min appointment with them this week to

see the Holiday products that they missed today. I will count all of these sales toward your show today. It's only fair for me to say to you- **I CAN HAND YOU A READY MADE BUSINESS.**

If you SOLD \$_____ by yourself- and I know these other people I will be calling will buy even more and instead of working for \$75 free- you would be looking at ½ in CASH.

Your next step would be to purchase the Starter Kit- and these leads (your guests) are yours. There's some simple paperwork to fill out if you would like to give it a try and want to join my team. This could change your life like it has mine.”

THAT'S IT!!! This close is effective on a one on one selling appointment also. Change the #'s but go BIG.

If the customer is looking at the \$400 box let her know the \$600 level is \$525

HAVE A GREAT HOLIDAY SEASON!!!!

The facts about Holiday Executive Gift Service!

These are some great tips and NOW is the time to get out there or send an intro letter. What are you doing to be sure you have plenty of CASH for Christmas...only 4 months away!!!!!!

WOW! Wait till you read these stats....you will really get excited to go and talk to SOMEBODY in corporate! Tighten up your belt of courage and TRY IT!

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

Thanks to Betti Lord Hillman

CAPTURING THE CORPORATE MARKET

Consumer-Trend Survey....

94% executives polled say no one ever contacted them about their holiday gift-giving needs. **OH MY GOSH!**

88% of executives order their company's holiday gifts themselves and 12 delegate the responsibility.

Largest group of executives said they'll spend \$25 to \$50 on employees and \$35 to \$55 on clients.

There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of \$25 per gift but most feel this is too low and spend more. **GREAT!**

Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is **not satisfied by food anymore**, they want warmer, more personal and more fun gifts. They want **fresh, hip ideas** that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate Vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!

2. **Corporate buyers are spending other people's money.** Most companies have written gift policies many believe the government tax-deduction limit of \$25 is too low and often spend more. "The Concise Guide to Executive Etiquette" (Doubleday), say upper managers prefer gifts in the \$50 range, senior executives spend \$100 or more.

3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.

4. **Corporate buyers read.** Your written material must stress the benefits of your service, not just the features

5. Corporate sales involve a **multistep process**. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond, "This is about the gifts she is needing." Or, **"This is about a gift for you"**.

6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorizes payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

Corporate sales require a different approach and commitment than consumer sales. But if you sow corporate clients how your gift service can help them reach their goals, you'll watch your business soar.

It's nice work, so get on the phone, stop by that office, follow up with that fax and CLOSE THE DEAL! Will they be buying from YOU or somebody else ??? BOTTOM LINE.....THEY WILL BE BUYING!!!

Holiday Sales to Businesses

Increase holiday profits by contacting people in charge of gift buying at small to medium sized companies to suggest Mary Kay gifts for employees and/or clients. Whether you're new to holiday business sales or you've already used this avenue to create additional profits, you can benefit from these tips:

- **Ask all your customers who work outside the home about their company** gift giving policies and the name of the person in charge of this function. Referrals can save you a lot of legwork and time.
- **Send a signed introduction letter** and follow up within 5 or 6 working days with a call to that person. When the assistant asks you to identify yourself, tell her your call is rather personal and that it has something to do with a gift for her. If she persists, give your name and say you are following up on a letter you sent to (name) on (date).
- **Once you have the person on the phone, your goal is to set the appointment.** Say: "Mr. or Mrs. (name), as I expressed in my letter, I have ideas to help you with your holiday gift buying. I know your time is valuable, so it will only take about 10 minutes to show you my gift selection. When would be the best time for you - morning or afternoon? What day of the week would be most convenient?"
- **Dress and act professionally for each appointment.** When you arrive, give the assistant a small gift and have fragrance samplers for the potential buyer.
- **Emphasize your selection of prices.** You can ask your contact if they have price ranges in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the actual item or will say they need 25 women's gifts and 6 men's gifts at \$15 each (for example) and leave the selection up to you.
- **Present a holiday brochure to the buyer and suggest a women's and men's gift item.** Then use the fragrance samplers to present the individual fragrances. Offer free gift wrapping and be sensitive to other requests your catalog may have. Remember, you want repeat business throughout the year and next holiday season.
- **Collect at least 1/2 of the total sale when the order is placed** and plan to deliver the order and collect the remainder of the total price during the first week in December or at the requested time. Always leave a brochure and your business card with your contact and offer to help with their personal holiday gift selections too!

December 5, 2003

Dear Robbie,

As a busy professional, 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 Mary Kay Consultant, I am offering **Executive Gift Shopping Services** to help meet your holiday gift-giving needs.

The Executive Gift Shopping Service provides you with the following features:

- Customized gift baskets
- A variety of beauty, skin care and fragrance products for men and women in prices ranging from \$10 - \$250
- 100% satisfaction guarantee
- Payment by cash, check, Visa, Mastercard or Discover
- Free delivery of gifts to your home or office on the date desired
- Free gift wrapping
- Free gift exchange by the gift recipient, if needed
- 10% of all sales will be donated to breast cancer research

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! Your employees and clients will be delighted with the personal gift they will receive from you.

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 my service. I will call you next week to set up a time when we can meet at your convenience to review your holiday gift-giving needs.

Sincerely,

Allison LaMarr

Independent Mary Kay Consultant

214-509-0153



2008 Mary Kay Fall/Holiday Products



Holidays are all about the good times that we share with loved ones. Make this holiday season one to remember by purchasing a new look to help you glow through the holidays and a new fragrance to lift your spirits! Plus, I have gifts for everyone on your list!

New Mary Kay® Eau de Toilette Fragrances



New! Simply Cotton™ \$25

Inspired by the beauty of pure cotton, Mary Kay® Simply Cotton™ Eau de Toilette is a clean, crisp and refreshing fragrance.

New! Exotic Passionfruit™ \$25

Deliciously fragrant, Mary Kay® Exotic Passionfruit™ Eau de Toilette is wonderfully fruity, zesty and juicy.

New! Sparkling Honeysuckle™ \$25

Like a stroll through a sunlit garden, Mary Kay® Sparkling Honeysuckle™ Eau de Toilette lavishes you in a beautiful floral fragrance.

New! Warm Amber™ \$25

An inviting treat for the senses, Mary Kay® Warm Amber™ Eau de Toilette is warm, creamy, rich and cozy.



Get this beautiful velvet bag **FREE** when you purchase a new limited-edition **All Things Glamorous Color Collection Set**.

Hot Holiday Products



New! Sweet Indulgence Body Care Set



New! Glistening Winterberry \$26

The beautiful berry fragrance in this limited-edition Glistening Winterberry Body Care Gift Set will make her day merry and bright.

New! Mary Kay Compact Pro \$35 unfilled



Designed for every woman, the Mary Kay® Compact Pro™ makes it easy to customize a complete look and store it all in one convenient place. Fill it up with your choice of glamorous shades. The Mary Kay® Compact Pro™ is so beautifully organized, that no matter what the hottest trend of the season, you'll always be prepared for anything.

New! Creamy Frosted Vanilla \$26

Indulge someone you love with this limited-edition Body Care Gift Set in Creamy Frosted Vanilla.

MKMen Gift Set and Body Spray



New! MKMen™ Body Spray \$14

Every knight in shining armor could soften up that rough exterior a bit. It's amazing what a new scent can do.

New! All Things Glamorous Color Collection Sets \$40



Glamorize your look instantly with the limited-edition All Things Glamorous Color Collection Sets. Each set lavishes you in luxury with the following: Mary Kay® Mineral Shimmer Powder in Canary Diamond, Mary Kay® Lip Gloss in Gold Sequins, Mary Kay® Creme Lipstick in Berry Luxe, Couture Pink or Champagne (your choice of one compact and brush sold separately).



Limited-Edition MKMen™ Gift Set \$38

Every man is at his best when he's given a little TLC. This limited-edition set includes NEW MKMen™ Body Spray, MKMen™ Cooling After-Shave Gel, MKMen™ Shave Foam and gift bag.

Call me today to learn how you can get these gift sets at a discount! _____

Just for Him...

MK Men Body Spray \$14

Every knight in shining armor could soften up that rough exterior a bit. It's amazing what a new scent can do



MK Men Limited Edition Gift Set \$38

Every man is at his best when he's given a little TLC. This limited-edition set includes NEW MKMen™ Body Spray, MKMen™ Cooling After-Shave Gel, MKMen™ Shave Foam and gift bag



MK Men Body Care \$60

Age-fighting Skin Care and skin-loving shaving products in a masculine scent.

Set includes:
Shave Foam, Cooling After-Shave Gel, Moisturizer with SPF 25 Sunscreen and Cleansing Face Bar



Velocity for Him \$28

This airy fragrance captures the freshness of mountain air and the crisp, clean scent of wooded forests.



Tribute for Men \$25

A contemporary blend of citrus fruits, earthy patchouli and musk.



Domain \$34

A blend of lavender, oak moss and musk



MK High Intensity \$38

An ambery oriental fragrance with intriguing top notes of icy black fennel and silver sage heightened by crushed coffee beans.



Mary Kay presents Flop and Shop!

Thanks so much for being a Hostess for me!

I so appreciate your referring me to your friends!

Enclosed you will find 12 goodie bags to give to your friends. Each contains an instruction card on how to "Flop and Shop," my business card with two eye shadow samples attached, a lip gloss sample and something sweet! Let them know they can either shop with you and your Look Book or they can shop 24/7 online at my website! Let them know when 10 orders are placed either online or through your Look Book, I will draw a name and that person gets 20% off their order! Be sure to tell them to put a note on the web order that YOU are the hostess with the mostest! I will call them to set up a delivery time and to thank them for being a part of your

Flop and Shop web/book party!

Give me a call later this week to let me know how you are doing and what FREE products you are working towards!

Name

phone # (best time to reach)

Product order

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		



FLOP AND SHOP!

No more shop till you drop! Just flop and shop!
Flop down with your hostess or Flop at your
personal computer. Play with the enclosed
samples and go for a relaxing shop!
Be sure if you order online that you include
your hostess's name so she will get credit.
Enjoy your shopping while you are flopping!

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Simple Packaging Ideas

Where to buy supplies:

How to package:

- Baskets
- Stocking Stuffers
- Coffee's N Creams
- Color
- Skin Care
- On the GO Gift bags
- Gift Certificates

Ideas on who to hire to package for you:



10 GREAT REASONS TO
BEGIN A MARY KAY CAREER
FROM
SEPTEMBER TO DECEMBER

1. You get to take the **tax benefits** at the end of the year, without doing much to earn them. It's like having a baby in December!
2. You will be able to take advantage of a **fantastic discount** on all of your Christmas presents for your friends and family.
3. A camera (for taking before and after photos), an answering machine, or other business machines are just a few of the **tax deductible presents** you might buy yourself to help you start your business.
4. Are you going to **travel** to see friends and family over the holidays? Take your starter kit, practice on them, and **write off the trip**.
5. Are your **relatives visiting** you over the holidays? **Practice on them** and get part of your perfect start done!
6. Are your friends and acquaintances going to **holiday parties**? Help them with a **holiday look!**
7. Make **immediate sales** by letting your friends and family know that **your store is open for last minute purchases** like stocking stuffers, gifts, and free gift wrapping.
8. January is one of our company's "best sales months." Women will be looking to make their New Year's Resolutions, which means they are ready for a change. Change usually requires a **makeover**, and they may have "gift" funds readily available to make their purchases. Get some training under way so you are ready to **take advantage of the new year**. What better way to help clients over the "post-holiday blues" than to have a complete makeover!
9. Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to **tell them about your new Mary Kay Career** (and to arrange for post-holiday bookings).
10. Since Mary Kay has **no territories**, when you are making all of your **holiday telephone calls** to friends, **keep good records**, because you can tell them all about your new Mary Kay Career and **write off the calls!**

HAPPY HOLIDAYS!

I Don't Know if I'm the "Sales" Type!

I have never sold anything before.

I can teach you to do exactly what I do. You can learn and then teach others.

I think I'm too shy.

Many others have said that, then they learned that the training classes build confidence. I think Mary Kay is the best self-improvement course available!

I'm afraid to stand up in front of people.

Your first few classes are usually in front of family and friends—much less stressful.

I don't wear make-up.

Absolutely no problem. Mary Kay is not about makeup; it is about skin care. Our color cosmetics line is just the "icing on the cake!"

I hate parties!

Isn't it great that we have skin care classes and that we limit our attendance to six people? That way, we can give each person the attention they deserve!

I don't want to obligate my friends.

You'll find that once your friend try the products, they will thank you for sharing them. There are many reasons that Mary Kay is the best selling brand of facial skin care and color cosmetics on the market today. And your friends will love the special attention you give them.

There are no born sales people. Wouldn't you agree that after the proper training, you could present our products? With the best-selling brand and a %100 satisfaction guarantee, can you see that the purchase follows naturally?

Could YOU get excited about an extra
\$500, \$1000, \$2500
THIS Holiday Season?

Need extra **CASH** for the **Holidays**?

We are looking for
Part Time Consultants
for the **Holiday Season**



Ask us how?

Benefits of Having a MK Business:

- Free Training
- Be your own boss & work your own hrs. (flexibility)
- Highest paid direct selling commission in USA
- #1 Selling Skin Care & Cosmetic Product in the USA
- Purchase your own Holiday gifts with a discount

CHRISTMAS CLUB PROGRAM

This program is for women who are not sure a Mary Kay career would be right for them on a full or part time basis, but would like to make some extra cash for the holidays!

Try it and see what you think through the best selling season of the year: *September through December!*

Devote: 1-2 hours per week to train and learn via conference call, unit meeting, or going to appointments with your current consultant to watch her conduct shows/facials/holiday presentations.

4 hours per week to teach/show products to friends, co-workers, family, etc.

Invest: \$100 plus tax for a Starter Kit.

Product inventory to sell is optional, but recommended. There is a 90% buy-back guarantee in the event that you decide not to continue your Mary Kay business.

Hold: 2 Christmas shopping shows per week or facial parties, Holiday Open Houses, or stop-n-shops at a work place during lunch time.

Profit: Your **AVERAGE** show will be \$200+. Many will be much larger, but a conservative average is \$200 each.

\$400 in sales-50% (cost of product) =\$200 per week in profit

For 5-6 hours

October, November, and December=12 weeks

12 weeks x \$200 profit per week=\$2,400 profit

Could you make \$2,400 at another job for 5-6 hours per week?

At the end of the season, re-assess the 12 weeks. If you have not had lots of fun, made an excellent hourly income, and let others have fun at the same time; return any unsold product and Mary Kay will refund you 90% of what you paid!

No strings attached! A totally risk-free opportunity!

10 Great Reasons to Start Your Mary Kay Career Before the End of the Year!

1. You get to take the tax benefits at the end of the year, without doing much to earn them. It's like having a baby in December!
2. You will be able to take advantage of a 50% discount on all of your Christmas presents for your family and friends.
3. A camera (for before and after pictures), answering machine, or computer are just a few of the tax deductible presents you might buy for yourself in December.
4. Are you going to travel to see family and friends over the holidays? Take your beauty case, practice on them, and write off the entire trip.
5. Are your relatives visiting you over the holidays? Practice on them and get lots of great sales and reorders.
6. Are your friends and acquaintances going to holiday parties? Help them with a holiday look. Christmas parties, New Year's Eve. . .it's the most glamorous time of the year!
7. Make immediate sales by letting your friends and family know that your store is open for stocking stuffers, gifts, and gift wrapping services.
8. 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.
9. Over the holidays, you will see lots of people that you won't see very often otherwise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings! Put your business card in that special Christmas letter and/or card you send out!
10. Since Mary Kay has no territories, when you are making all of your holiday phone calls to friends, keep good records. You can tell them about your Mary Kay business and write off the calls!

Bonus Reason : Most importantly, be ready to start your New Year with a BANG because you have a wonderful new opportunity to look forward to!