

Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially the holiday fragrance collection. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman is an all-time favorite:

Holiday Shopping Coffee

- Select your 10 best customers/ friends--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price!"
- Set a date and time. "Which would be better for you, _____ or _____?"
- How to Display Products.... First, arrive with each of the Holiday Collections in separate vinyl bags... then, put them in a festive tote/ shopping bag or decorated box/ basket. Have one display table and light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man's Roll-up, Coffee & Cream...



What You'll Need:

- Full-size Satin Hands collection
- Full-size Body Care Collection sets, including one of our new fragrances
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book

What to Do:

Make a list of prospective hostesses. Call each and say something like, "Christmas is only _____ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a _____ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

Place a complete holiday collection for each fragrance description on one side of an index card and on the reverse side write the price for each item in the collection. You can find descriptive statements for each fragrance online. Place each index card behind the collection in the vinyl bag. Follow the same procedure for the Eye and Cheek Colors, Satin Hands, body care collections and men's products as well. You can find additional information on www.marykayintouch.com to include on your index cards.

When guests arrive-

1. Do Satin Hands on every guest.
2. Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out), a wish list & a Holiday Look Book.
3. Take each fragrance collection out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed and wrapped in netting so you are not spraying everyone with cologne. Have a Gift With Purchase offer for that night.
4. Very important to say during total presentation, "When you see something you like-just put it on your ticket."
5. Watch your time. At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a drawing for a special gift."
6. Do not have them total their sales--just take up all the orders-do the drawing (doesn't have to be a big item-just wrapped beautifully).
7. Then say, "While ___ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-whichever would be best for you."
8. You now have sales (average \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Spa Classes & you should have many new business associates. Offer a bonus for booking a SCC or Holiday Coffee before Dec. 15.
9. Have some sample gift baskets on display (including men's care, glamour, body care, etc. as well as fragrance) & stress that they can be any price--each is customized.