

# 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



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