

Open House Agenda/Setup  
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1. September

- Order first Fall/Holiday products as soon as available to become familiar with the products (at least 1 of each for demo)
- Make an Open House ¼ page flyer to announce dates of open house to be put in reorders, attach to The Look, give out at classes
- Begin getting excited about holiday selling. Think about it.
  - How to display products when you visit your customers
  - What little bits of “bling” can you add to make them look even more desirable?
  - Check out a fabric store for pieces of material to show off displays

2. October/November

- Order more inventory especially of the Limited Edition products, because they often sell out. Don't disappoint your customer by being short-sighted and not having product on hand. **Our products are packaged to be appealing year round. It is better to over stock than under stock. Valentines Day, Mothers Day and Weddings are just around the corner, and these products a great gifts for all occasions!**
- Holiday appointments
  - Classes that feature holiday line
  - Individual appointments with those who could most use my “gift-buying” service. (i.e. elderly folks who can't get out to shop, extremely busy people who don't have time to shop, but who want to give classy looking gifts of good taste, businesses that could use my services)
    - I take their orders and ask for at least ½ of the payment at the time they place the order. Most pay in full immediately.
    - They may pick up their orders at my holiday open house. I will beautifully wrap (if necessary) and have the packages waiting for them under my Christmas tree at the open house. They look beautiful!
    - If they cannot attend the open house, I'll be glad to deliver them the week following my open house.

2. Mid-November (approx. 12 days prior to open house)

- Send out invitations done on festive paper.

3. Weekend after Thanksgiving

- Decorate house inside and out for Christmas
- Set up for open house

4. Open house the week after Thanksgiving weekend. (Whatever week you pick, try to have it on the same week every year. Your customers will remember it better.)

Wed. 10 am – 4 pm

Thur. 10 am – 8 pm

Friday 1 pm – 8 pm

Sat. 10 am – 3 pm

*Note: If this is the first year for your open house, I would suggest having it open for a few hours Friday evening, and a few hours Saturday. Only increase the number of hours when you need to due to too many customers to handle in the time allotted.*

*Consider scheduling appointments for your customers to stop by so that you are more certain to have them show. They will usually honor an appointment time*

### Setup

1. The ambience (mood) - should be festive.
  - Decorate for Christmas
  - Have holiday music playing
  - Potpourri or candles make a nicely scented room.
  - I put up a tree and sometimes decorate with a little gift for them. (snowflakes, ornaments, etc.)
  
2. Refreshments
  - I have my mom make homemade cookies. My customers love them! I have occasionally made copies of one of the cookie recipes for the customers to take home with them. My friends have even given me cookies to serve – how kind!
  - I serve “hot wassail” (much like spiced cider) each year. Keep it in crock pot so it remains hot all day long.
  - I’ve printed off a favorite cookie recipe for them to take home
  
3. The Store: I set out every product that I own as a Mary Kay “store” for my customers.  
**Think like a retailer. Set the displays up to be easily read, and identifiable.**
  - If you don’t have great looking tables put, a **tablecloth** or piece of fabric over top of the table. White works the best! It shows the product nicely!
  - They usually only get to see a limited amount of products at appointments. At the open house they can see the entire line of products. They love that!
  - Mark all products clearly with a little sign so that they can come in and browse, without your constant attention, and know what they are looking at! I get too many people at one time to give each one individual attention for the entire time they are there. They enjoy being able to “browse” without my eyes peering over their shoulder. They take lots of time looking around by themselves. It is truly a shopping experience for them. Women love to shop!!!
  - Skincare and supplements are set up in one area, with clear product descriptions so that they don’t have to struggle to read the fine print on the boxes.
    - Put normal to dry skin products together. Take one bottle out of the box and place it at the head of the lineup of products, so that your customer can identify their product by sight, not by having to read the box! This is important!
    - Combination to oily skin products together.
    - Products for all skin types together

- I will cut out product descriptions from The Look to place beside the supplements so the customers see the function and benefit of each. They often try something they've never tried before.
- Color cosmetics
  - Have eye/cheek colors in display trays for the customer to see the colors. Be sure the trays have the colors marked. Then arrange your colors in alphabetical order to make them easy for the customer to find.
  - Have your eye/lip/brow pencils grouped together by color and clearly marked so that they are easy to identify. Don't make your customer strain to try to read the color on the box. Just have a little slip of paper beside the color that says "steely".
- Fragrances
  - Have a tester for each one (they look pretty on a mirrored tray)
  - Spa Products – you may want to give some explanation and/or demo the sugar scrub. They will love it when they try it! Type out fragrance descriptions to help them decide which is their favorite.
  - A champagne glass filled with coffee beans will help cleanse their palette
- Limited Edition
  - Set up a pretty display and spend some time telling your customer about them, suggesting to whom they may choose to give the gift. Be excited about the latest and greatest products!!! Stress limited availability of product. Buy now!
- Items no longer in the line
  - This year I plan to have a "buy one, get one FREE" table. Of course the lowest priced item is the free one. That way you may possibly make some profit, AND move 2 items instead of one! In the past I discounted this table 30 – 50%. The women flock to this table first! Everyone wants a bargain.

#### Other thoughts

1. When customers arrive, I give them a large pink bag and let them know this is their "shopping cart". They can walk around, sniff, touch, and check out the entire Mary Kay product line. They can just throw the items they want into the bag. And if they don't need the bag, they can just return it to my stack. If they have any questions about the products they can feel free to ask me. ***They really enjoy checking out the products by themselves. I don't hover over them. Let them shop!***
2. Have holiday music playing, holiday scented candles burning, Christmas light on. Create a welcoming and homey mood.
3. I give everyone attending a little gift (handcream, Trend look card, snowflake pin, or something small) as my Christmas gift to them. They get one even if they buy nothing.
4. They get the PCP gift when they purchase \$50, then another small gift at \$100, \$150, \$200, etc. They like the fact that I give them little gifts they didn't expect. They often lead to product orders in the future.

5. I only discount skin care, skin supplements and color cosmetics 15%, as my appreciation for their continued patronage throughout the year. I don't discount the limited edition or gift items. Those items are the ones I took orders for in Oct. and Nov. You don't want your customer ordering a spa set at full price in Nov. only to come to your open house and find it discounted! She won't be happy!

6. Have prices clearly marked. If you are discounting anything, show the regular price, then the discounted price on a tag.

7. I put product on 5 ft. tables, that are skirted with black material and covered with a white table cloth. I've accumulated these over the years that I've held open houses. It makes the products show up well, and the display looks neat and clean.

8. My open house is truly a "customer appreciation" event. I truly appreciate the fact that they are loyal to me when there are many other consultants with whom they could work. I don't ever take their continued patronage for granted!

9. My intent is to make the event warm, enjoyable, fun, and something to look forward to each year. Last year I had 70 attend with \$6,000 in sales for the 4 days of my open house. That figure doesn't include orders they placed in Oct. or Nov.

10. I always pray that I will be a blessing to each one who comes through the door, that I will meet the needs that each customer has, and that they will leave being glad they came.

11. It is a lot of work, but the monetary rewards are worth it. It builds a great bond between me and my customers!

12. If you consistently hold open houses each year, they will grow. Your customers appreciate a consultant with longevity, who knows her business, and who treats them well.