

# Make the MOST of your Mary Kay Holidays!

## 1. Make the most of the Fall/Holiday Look Book

- Call your customers as soon as the Look Book comes out! Tell them to be sure to check it out right away and pay close attention to the limited edition products. Tell them **they may sell out and you want to make sure they get what they want**. Offer them a fall makeover and a chance to smell, touch, and see the new products. There are a lot of scents this year-they need to smell them to love them!!!
- **Call your customers again** the end of October!!! Yes, two times this PCP!! Why? The company gave you the **Gift Giving Guide!** USE IT!! Check in with your customers for a second time. Make sure they check out the Gift Guide in the back of their Look Book. Tell them about your gift giving service and what you offer.

## 2. Offer your customers the opportunity to host Holiday Coffees or Trunk Shows-Start holding them in October!!!

- Let your customers know the benefits of having a Holiday Trunk Show
- Let them know how little they have to do!
- Let them know what they can earn for FREE!
- Design a cute invite that makes the party a must have!

### **3. Advertise your Gift Giving Service!**

- Put a post card telling about your gift giving service in reorders.
- Hand out Gift Giving Service postcards attached to a mini hand creams!
- Tell business owners about your gift giving service
- Carry a basket of gifts to your appointments, deliveries, and classes
- Set up a Holiday Display that can stay up most of the selling season. Follow up Open House, Look Book arrival, etc with calls inviting them to stop and see your holiday line.
- Create a set of holiday gifts to take to Vendor Shows and Holiday Coffees-so you are not constantly taking your display down and setting it up again!
- You can choose to do an Open House or invite your friends, family, and customers to come to your home by appointment. Not sure you are up for an Open House, invite customers over for holiday makeovers and to see the Holiday Line. For new consultants, inviting them to your home will train customer to stop yearly at your home in November or December
- Advertise on Facebook

### **4. Give current customers and new customers an incentive to come back.**

- Put a discount coupon to be used in December only in October and November orders. Track who you give them to and remind them in December via email
- Put a discount coupon to be used in January only in December orders. Track who you give them to and remind them in January via email.

**5. Encourage your customers to make WISH LISTS and tell you their Santa!**

**6. Make your customers feel special because of what they do!**

- Hold specials for educators-featuring gifts they can give room moms or support staff
- Hold specials for professional women featuring gifts they can give to staff
- Hold specials for mortgage brokers that they can give the realtors who refer them

**7. Feature Gifts of the Week**

- Starting the last week of October, send a Gift of the Week email. Choose 3-5 gifts to feature. Write a description of the gift, ideas on who might like it, and price in the body of the email. Attach pictures of the gifts.
- Try to send the email on the same day each week
- Send the emails through December

**8. Make a Plan**

- What are you doing each month October, November, and December?
- Don't try to use every idea that comes along-Pick a few and stick with them!
- Plan your calls, set appointment goals, class goals, holiday coffee goals, vendor fair goals! Break it down weekly and monthly!!
- Start looking NOW for cute, inexpensive packaging for holiday gift ideas!

## **9. GET OUT THERE & SHOW YOUR STUFF!!!**

- Have a holiday Open House in November and December
- Sign up for tables at Ladies Night Outs, Vendor Fairs, and Craft Shows
- Hook up with other vendors and host a Ladies Night Out.
- Ask other vendors to think of you if they hear of someone looking for a direct sales person for their event
- Offer good hostess credit this holiday season so you book Holiday Coffees and Trunk Shows!
- Offer to donate part of your profits to charity for being part of an event.
- Carry a basket of gifts everywhere. You have to bring it in; it's too cold to leave in your car!!

**Get EXCITED!!!! It is contagious!**  
**Shine through the**  
**Holidays 2009!!!**