



Contact Business Gift Buyers and Boost Your Holiday Sales!

Calling All Businesses!

Use the following dialogue when calling local businesses about holiday gift buying....

"May I please speak with the person in charge of purchasing holiday gifts for employees or clients?"

"Mr. or Ms. _____ this is _____ . I am an independent Beauty Consultant with Mary Kay Cosmetics, and I'm calling the businesses in this area to offer my executive shopping serve for your special clients and employees. May I have five minutes from your busy schedule to explain my services?"

"Depending on your needs, I have specialized gifts priced from \$8 to \$40 or more, and I will holiday gift wrap them for you FREE! I also have a special gift for you with any purchase of \$50 or more. You can order now and pay half of the total cost and pay the balance due upon delivery the of _____ ."

We recommend taking the order over the phone whenever possible. However, most people want to see what they'll be getting, so instead of going into great detail by phone, we suggest that you ask for a 15-minute appointment this week to show her or him the wide variety or gift choices they have.

Overcoming Objections

"We only give bonuses."

Great! I know your employees truly appreciate that. You know, _____ I believe that when you give a small personal gift along with a bonus, that person thinks of you every time he/she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did?"

"Gifts are too personal."

I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress that can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10-minute appointment for this week or next and let me explain my gift-buying ideas and the other services I explain in my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you?

Consider These Businesses and MORE....

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| Banks | Dentists | Insurance Companies |
| Clinics | Veterinarians | Loan Companies |
| Car Dealers | Gas Stations | Contractors |
| Realtors | Restaurants | Hotels |
| Doctors | Social/Civic Groups | |

More Suggestions:

- Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary and have fragrance samplers on hand for the potential buyer.
- Emphasize your range of prices. Ask your contact if he or she has several price levels in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the items or say, "I need 20 women's gifts and 10 men's gifts at \$20 each." The actual selection may be left to you.
- Listen for other gift needs your contact may have such as personal gifts for family and friends.
- Be sure to attach your address label to each gift product. If possible, get the names of the recipients for follow-up sales.
- Keep in mind that your goal is repeat business throughout the year and following holiday seasons. *Even if you don't buy this year, the good impression you make will be remembered in the future.*

