

Your ATTITUDE about your successful SELLING season will be the result of a CHRISTMAS with sales or a season without sales ! DETERMINE to get your piece of the holiday RETAIL FRENZY! All those credit cards that are "smokin" right now in every conceivable store - it could be yours ! WHAT is your retail sales goal? WHY not work on paying CASH for your Christmas this year? You CAN do it with your Mary Kay. What's on your shelf right now and what you can order!



SETS sell - when they are in front of people - BASKETS sell - COLOR sells - STOCKING stuffer ideas sell. Our Miracle Set, Microdermabrasion Set, or Basic Timewise set with a Christmas ornament of green or red placed inside with a coordinating RED & GREEN bow tied onto the handle, a color card tucked inside! Our glamour brushes SEL Nordstrom's has them for \$75 and \$100- Ours are a steal! Tuck your business card inside and a Color 101 Look Card on outside . Put in netting for a great Christmas gift idea!



Call 10 of your best skin care customers When they gather 8-10 women for a Holiday Coffee & gift show with you - 1 hour, she shops at 50% off! Imagine just doing 5 gift shows with 8 - 10 women. You'd see 40-50 women. What if they only purchased \$20 minimum a piece (and we know they won't) - that is \$800 - \$ 1,000 in retail sales and NEW faces!!!! You can book women for Holiday make-overs: company parties, neighborhood get-together's, Christmas Party glitzy, glamour make-overs!



How about WISH LISTS? Play Santa's helper for the boyfriends, husbands and men and offer free delivery and gift-wrapping! Consider paying your teenager to deliver to save time, or offer to help them with their Christmas shopping at a discount as payment.



What about calling your customers and telling them you want their opinion of the new products? Drive-by appointments - 15 minutes to share the new colors or fragrances and take a basket of stocking stuffers. Remind them of the perfect gift that is already wrapped and on-hand in their gift closet for the guests who drops by with a box of candy or homemade goodie and they forgot to have a gift for them! What do they have in their gift closet for emergencies? Satin hands & Spa sets are great to have on hand - already wrapped! Suggestive selling is KEY and you have perfect "generic" gift sets!



The dollar store has inexpensive stuff to enhance the products you already have on your shelf! I also find when I put the price on the basket .... they buy more when they don't have to ask many times, "How much is that?" They shop with their eyes within their price range!



How about your family members? Why not call them and ask them to shop with you - already gift-wrapped? How about the gifts your husband has to have for the office receptionist, or secretary? Why not put together a great gift basket and show it to your husband - men buy with their eyes too!

How about gift certificates in a clear plastic ornament? Scroll the gift certificate up inside the ornament with a pretty red and green, or pink and white ribbon. That always makes a gift certificate feel more fun than an envelope! Selling with a sizzle!

**What is your weekly retail goal?** This is key ! If you don't have a target you can't hit one! Are you prepared to meet women while you're Christmas shopping and while you're at Holiday cookie and ornament exchanges? Is your purse stocked with your cards stapled with a lip gloss sample and/or lipstick sample for those you'll meet because you will not go out of your house without your Mary Kay pin?