

Procedure for a Mary Kay Holiday Coffee/Stop By

(By Sales Director Vicki O'Bannon!)



- Large Basket - optional- spray paint gold/silver
- 1 Holiday Table Cloth - gold, silver, red, green and black work well.
- 1 Holiday Candle, & 1 Book of Matches
- 1 Small CD Player, Festive Holiday Music
- 1 Tin of Cookies
- Gift sets



Booking Script

"Christmas is only ___ weeks away! How would you love to get a jump on the season? Simply invite as many friends as you like or 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 coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

- ◆ Add to the basket one of several "Holiday Gift Giving Ideas" using regular line merchandise. plus our limited edition.
- ◆ 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. Allow more time for a group of friends or larger crowd.
- ◆ 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.
- ◆ Close with the pop quiz. Explain to the guests that you will take orders today with 50% down and 50% on delivery with complimentary gift wrap. Cash, check, Visa, MasterCard and Discovery.

Items to bring along in your tote bag:

Look Books, \$1000 cash giveaway, holiday handouts, Profiles, Sales Tickets,

Business Cards, Calculator, 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.

Close with a Pop Quiz

Do your door prize drawing from the pop quiz form.

Were going to take a pop quiz, don't worry the answers are right in front of you.

Don't you love the fact If money were not object, what would you take home today?

Let me tell you about my big goal? Share your big goal with passion.

Did you know just you listening helps me with my big goal with no obligation and enters you into a \$1000 cash giveaway. If you should win, I win a \$1000 too! Check out the flyer! So please check one of the following items.

♥ Hey forget listening- I want to fill out the form and join your team.

♥ Buy me coffee and I fill out the form.

♥ I would like to come to your meeting, be your face model and fill out the form.

As my customer you are entitled to a free facial, how would you like to do that?

A. Just me

B. Friends, prizes and free

Circle one or the other!

During the individual consultation the pop quiz can make the close easier. Have an idea of their purchase and close them on the sell. Then, they have already told if they want to join your team, be a face model or be interviewed. Last - they have told you if they want to have a facial or party. Set the dates. If you run out of time you can have the form to follow up. Works best and you may have better results to close at the party.

This is so exciting, I'm going to make this Holiday Season a profitable one where I am making everyone happy.

HAPPY HOLIDAYS!!