

holiday open house 101



The Holiday Preview Kit allows you to offer your customers a sneak peek at the **exciting limited-edition products** that will be available for them to purchase for the gift-giving season. You'll also want to make sure to have plenty of the regular-line products you know your customers already use and love, especially skin care. Combine this with the following suggestions from Independent Senior Sales Director **Anna Sempeles**, a Holiday Open House pro. They'll help you get your holiday sales soaring and that will help us achieve the 5 million party goal!

- 1 **Get a guest list together.** Include everyone! Send your invitations two to three weeks in advance! Follow up with a phone call or e-mail reminder. Then give a small gift like a Mini Satin Hands® Hand Cream to the first 20 people who RSVP.
- 2 **Use candles, music, festive lighting, food and pretty tablecloths.** Get creative! This event can establish you as a year-round gift source for your customers.
- 3 **Offer prewrapped gifts** that vary from \$8 to \$20 and a few priced from \$25 to \$75. This takes the guesswork out of shopping and appeals to those who want a gift that's ready to go.
- 4 **Have a table for stocking stuffers!** You could have several stockings laid out on a table with items already stuffed inside, like supplements or a Two-Minute Look or all products under \$10.
- 5 **Create several looks to display in the Mary Kay® Compact and Mary Kay® Compact Pro®** with color products that have a special holiday look. Offer them as complete sets ready to grab and go.
- 6 **Build on the momentum with booking incentives.** Ask customers to book a class in December or January, and as a bonus, offer a small gift on the spot.
- 7 **Hold prize drawings.** Give away small product gifts throughout the open house to keep things energetic and fun.
- 8 **Have a Virtual Makeover station** with a laptop set up where you can help customers create their own color looks.
- 9 **Don't forget the guys!** Consider displaying the limited-edition MKMen® Grooming Set and the limited-edition body and hair shampoos in Domain® and MK High Intensity™ scents. Group them with their corresponding fragrances for the perfect gift.
- 10 **Consider showing several fragrance set options.** For example, you could group a Bella Belara® Eau de Parfum with its corresponding limited-edition body lotion, a limited-edition fragrance solid compact with its corresponding limited-edition Shimmeriffic® body powder, or all four products together! This gives shoppers several price options.