



# HOW TO DO A HOLIDAY STOP 'N SHOP!!!

Holiday Show, Stop By, Coffee's....this year I have simplified and have added a new twist "Holiday Stop 'N Shops". Call everyone –you know (even if you haven't facialed them) and say:"I am going to be in your area this week/next week – and I would love to pop in for just a quick 15 minutes and show you the wonderful gift ideas I have for the holidays. I have something for everyone on your list – except little ones. I gift wrap and deliver for you too! As a thank you for letting me pop in – you can get one Christmas Gift at ½ price OR you can shop tax free! (you as consultant pick whichever is more appealing to you and offer one or the other). Set the date and time –then say "Hey if you share this appt. with some friends – you can do all your shopping at ½ off – you'll get 10% off your order for each friend you have there – up to 50% off your whole order! I'll bring the cookies and you do the coffee.

## What do I need?

Large Basket -

- 1 Holiday Table Cloth - (black works well)
- 1 Holiday Candle, & 1 Book of Matches
- 1 Small CD Player, Festive Holiday Music (optional)
- 1 Tin of Cookies



## Items to bring along in your tote bag:

- Look Books
- \$1000 Cash Giveaway Flyer
- Holiday Handouts and Wish List
- Profile Cards and Sales Tickets
- Business Cards
- Calculator and Pens.



When you arrive, spread out your Holiday Table Cloth 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,. Add a couple of Christmas ornaments etc. around the items and you have a beautiful display!

I suggest adding a few of the men's items to your order to have something for everyone on their list! Have a compact PRO filled people always buy gifts and buy for themselves too!

1. Start with Satin Hands/Satin Lips
2. Do a Hand Facial on them if they don't use skin care already– have them put skin care on the back of one hand – then take a darker shade of foundation for Ivory/Beige and Ivory for bronze. Put a dab on the back of each hand and rub it in and see the difference! Show them pg. on the Miracle Set and stats!
3. Then open up the Look Book and take them thru the Holiday Items and show off your sets! Take each gift idea out of the basket, one at a time. As you take the sets out of the basket, pass 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.
4. Let them shop! 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 Discover.
5. Have them fill out a profile card – front and back side of the card – give an incentive for getting 5 referrals – like \$5 off their order.
6. Book them for a Holiday makeover so they look great in all the pictures their relatives will be taking over the holidays!
7. Last thing I would like to share is about our \$1000 cash giveaway. If you should win, I win a \$1000 too! Check out the flyer! I realize the Mary Kay income opportunity may not interest you personally, but we would value your feedback. After getting the facts you may think of someone who would enjoy making \$50-75 per hour in her spare time. All that is required is that you schedule about 25 min. of telephone time or over a coke or coffee at your convenience. Just for participating in the survey, (optional...you will receive any item in our product line @ ½ price and) a chance at the \$1000 cash!

By Sales Director Vicki QBannon

