

Holding a Holiday Coffee

Your Holiday Coffees should be a quick, inexpensive way to present your holiday gift selections.

Where to Start:

- It all starts with your list. You should have already broken down each person you know into 3 categories: prospective team member, hostess, or holiday sale. Call each prospective hostess and say something like, "_____, I'm so excited! Mary Kay has launched our holiday collection and I'm offering a special. How would you like to shop at a great discount? Simply invite a few friends over for a 30-minute gift presentation to save them the time and hassle associated with mall shopping. You'll receive 20% off your entire order for having 2 friends join you, 30% for 3 and with 5 or more you'll shop at ½ price! Would this week or next be better for you? Great! I can't wait to show you everything!"
- As each guest arrives, warmly greet her and ask her if she's tried the new Mary Kay skin care products. Ask her to complete a skin care profile and then let the hostess treat her to a Satin Hands treatment. (These will be your next appointments for skin care, glamour, etc. – especially in January). When they return to your presentation area, give each one a folder.
- Start your presentation with a short introduction such as, "Mary Kay specializes in skin care and glamour techniques, but we are launching our holiday line now. Some of you may not even be thinking about Christmas, but in December you'll be glad you were here! Just for coming, you are entitled to a free makeover, and for those who spend \$25 or more, you'll receive a \$5 gift certificate to use at your make-over." Give a quick "I" story.
- Take each gift out of the basket, one at a time. Make sure you have gifts in a wide price range geared for everyone (example: teens, grandparents, men, teachers, gift exchange at work, stocking stuffers, etc.) Describe what each gift is, how it is used, how much it costs, and for whom the gift is targeted. Hand it to your hostess to touch, feel, and see.
- Then pass the gift to each person. The last person will put the gift on the table for all to see. Encourage the guests to jot down on their Wish List anything they see that they like for themselves or someone else. Continue this process until your basket is empty. When passing fragrances, spray them on cotton balls from the testers. Then pass the cotton ball along with the retail-size item so they can see the beautiful bottle. Pass the tin of coffee beans for each guest to sniff between fragrances to clear their noses for the next fragrance.
- Close your presentation by explaining that you will only take orders today and will deliver their gifts on _____. Remind them that you accept Visa, MasterCard, Discover, checks, or cash. Take orders from each guest and set up a delivery time. Have them pay you up front so you can order the products. You might decide to allow them to pay ½ + tax and collect the rest upon delivery.
- Present your hostess with her special gift. Tell guests how they can get one by booking a Holiday Coffee for some of their friends. Book the Coffees, put the names of the future hostesses in the middle of the table, and let your hostess draw a name. Give the winning guest a small gift.



- After the guests have left, thank your hostess. You may want to tell her how much you earned at her coffee and ask, "Would it be worth 30 minutes of your time to hear a little more about our Company? I would love to share some information with you." If she answers yes, and you both have time, present the marketing plan. If you don't have time, then leave a CD or DVD with her and set up a time to get together in the next 48 hours to discuss the Mary Kay career opportunity.
- Holiday Coffees are a great alternative for those people who won't book classes during the holidays. It only takes about 30 minutes and you will reap the rewards. It's also something easy you can book at their office for part of a lunch break. Your clients will think of you as a "gift source" for the next holidays. You will meet new people and have classes to book in January! It's a win-win situation.

What You'll Need:

- A large laundry or wicker basket
- Holiday tablecloth – red, green or gold
- A holiday candle and matches
- A holiday selection of MK products
- Your display packages
- Full-Size Satin Hands Set
- Testers of each fragrance
- Small tin of whole, plain coffee beans
- Hostess gift
- Holiday music CD

Bring in separate tote:

- Sales tickets
- Calculator
- Ink pens
- Sales aid package with colors

Folders for each guest containing:

- Look Book
- Wish List
- Business card
- \$5 Gift Certificate
- Skin Care Profile

