

# Holiday Shopping Coffee

Ideas From Several Directors Collected By: FESD Sarah Hjelle-Bjorgaard

## 1. How to Invite Them:

- “How would you like to get anything you want from Mary Kay @ Half Price? Well it’s easy and it’s fun! Simply have a Holiday Shopping Coffee—invite as many women as you would like and when we sell 10 items, you will get to go on a HALF OFF Holiday shopping spree!” No one will take off their make up, however they will receive some special pampering! When would be a good time to get together? Beginning of the week or the end of the Week?”



## 2. Hostess Coaching:

- Set a date to follow up & find out how many are coming.
- Ask her for the addresses so you can send a confirmation postcard.

## 3. How to Display Products:

- Package sets in Sheer Bags, Holiday Bags, or Baskets—but make it simplistic! Use what the company has for us already! \*Look at your Applause Magazine & Look Book!
- Have one table display (I use a black cloth over the top of some empty boxes to give height variation), light some scented candles, and play holiday music.
- You may also want to include 3-4 gift ideas that are packaged up!

## 4. Conducting The Coffee:

- As the guests arrive, introduce yourself and get to know them. (you may want name tags)
- Have hostess serve them coffee & cookies.
- Give each guest the following items: Profile Card, Look Book, & Set Sheet (Instruct them to use the set sheet thru the presentation- fill in favorite sets & wish list.)
- Have Guests fill out Profile Card prior to beginning.
- Thank hostess and romance your Holiday Hostess Program. (Give gift in holiday gift bag)
- Talk about Door Prizes—Must earn tickets to be in the drawings.
- Talk about how they can earn tickets. ( 1st—5 tickets for booking)
- Pick up first set on the set sheet and romance. (**Do a hand facial with opposite skin color foundation after you finish talking about the Miracle Set**) For the rest of the sets... you may want to have some DEMO products so that they can demo at least one of the items in each set. Refer to their profile card when you are talking about the products. \*If they are smelling multiple fragrance items, pass around a champagne glass filled with coffee beans to smell prior to the next set.
- Instruct guests to circle items they like on their set sheet.
- Show Satin Hands as the last set & demo to wash off foundation.

## 5. Closing The Coffee:

- ROMANCE how the get THE BAG like crazy! (Must purchase any 4 sets!! You aren’t giving product discounts—you are just giving the bag for 4 sets! Only \$12.50 out of your pocket!!)
- Give 1 ticket for every \$20 that is purchased (10 Bonus tickets for roll up bag)

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## 5. Closing The Coffee:

- “Ladies, we’ve got just 7 minutes left and in exactly 7 minutes we’re going to do our door prize drawings from the set sheets in the middle of the table. So, quickly fill in your 4 favorite sets or just simply circle what you want! I’d like to tell you how you can pay for that—I take cash, check, Master Card, Visa or I’ll even do half down and I’ll collect the second half when I deliver in \_\_\_\_\_. I will work with you to get what you want today!! I am going to walk around and help you customize your sets & answer any questions”
- Be sure to ask:
  - Did you have fun? What did you enjoy most?
  - Do you have any questions on the products? (look at sheet / discuss)
  - I see you have \_\_\_ sets circled today, is that comfortable for you? (customize sets)
- **BOOK THE CLASS: (THIS IS KEY)**
  - “\_\_\_\_\_ you have several things on your sheet that I know excited you that you aren’t taking home tonight.... What do you say we book a Shopping Coffee to be held at your house so you can get them at least 50% off—I think you’d be a great hostess and I’d love to work with you”. (Remember 5 tickets for booking)
- Hand out tickets while you are customizing products (could have Hostess do this while you are closing—she’ll help you sell! Let her!!) Make a BIG DEAL when someone earns 10 bonus tickets for their Roll Up Bag!



## 6. Marketing A Must:

- “I’m going to give you one more chance at earning tickets for our biggest door prize! Did you all receive the postcard from me in the mail? How many of your brought something that was on your postcard? As we begin to talk about each item—you’ll get a ticket if you brought it and a ticket if you know what it represents! Are you ready?”
  - Play Money—Money you can earn (\$50-\$100 per hour)
  - Old Cosmetic Product—(Must TRASH to get a ticket) - Get products at cost.
  - Toy Car / Car Window Sticker—3 cars you can earn.
  - Wrapper From a Box or Package of Cheese—Big Cheese, you are the boss of your business.
  - Mirror /Note From a Friend—Self Confidence & Esteem
  - Picture of Your Family—Priorities
  - Menu—Tax Deductions
  - Map—No territories—No quotas
  - Encyclopedia—Free training—better than most college degrees
  - Clock—Doesn’t Take allot of time to be successful
  - Pic Comb—Choose who you want to work with
- Now I am going to let you ask me anything you want about our business opportunity for about 5 minutes! Each time you ask a question—you will get a ticket for the door prize”
- Door Prize Drawing
- Thank everyone for coming / **FOLLOW UP WITHIN 24 HOURS WITH INTERESTED PARTIES!**