

Sales Ideas for Valentine's Day

When it comes to great selling opportunities, Valentine's Day ranks right up there with the Holiday Season! It's a time for love and romance, and treating special people with personalized gifts. Here are some ideas you can capitalize on this sentimental holiday. If you begin early enough, you'll love what it can do for your sales! Begin by sending an Email, Snail-mail, Text or Tweet to your clients, letting them know about your Valentine gift service. Send early, to allow plenty of time for follow up phone calls. You can dress up your gifts w/ribbon; red, pink or white tissue paper; red foil; colored gift bags; peppermint or red-hot's candies; Hershey's kisses, etc.

LOVE ME TENDER: Fill a bag or basket w/ products that pamper the body, such as any of the 4 Eau de Toilette Sets; Wash & Shave & matching Hydrating Lotion, along with Bilange Sponge. OR wrap up a Satin Hands set.



YOUNG AT HEART: The Volu-Firm Set, including a gift certificate for a complimentary facial from you.

THE EYES HAVE IT: Eye bundle, that includes FREE applicators, w/ a MK Compact, Lipstick and Blusher.



LOVE WILL KEEP US TOGETHER: Combine a fragrance for her (Dance to Life, Thinking of You, Bella Belara), with a fragrance for him (True Original, Domain, High Intensity), to create a "his and hers" set.

THE ULTIMATE BRUSH-OFF: Our fabulous Brush collection, including the new Brush Cleaner.



You could also book some fun get-togethers for the entire month of February:

 **Hold a Men's Valentine's Gift Show:**

Pick a weeknight or Saturday morning and invite men you know, husbands of clients, your husband's or boyfriend's work associates, friends and neighbors... to a gift show! A men's gift show can turn out to be one of your most successful yearly events. Everyone knows that husbands are notorious for putting off shopping until the last minute for a Valentine's Day treat. Why not do all the "leg work" for them? Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift -wrapping & delivery, your personalized gift suggestion services, & that you accept credit cards. Why not suggest a filled compact (she can select her own colors after she opens the gift); the Timewise Repair Set; the lovely "Dance to Life" perfume, or a Body care set/ Satin Hands & Satin Lips set? Remember, men do not have to ask permission from anyone, to purchase from you!

 **Book Valentine Skin Care Classes for Couples:**

What could possibly be romantic about a Skin Care Class? Plenty! Try hosting several couples for an evening Skin Care get-together. Classical music playing quietly in the background, soft lighting, candles and herbal teas with scrumptious cookies, make for a relaxing evening for a hurried twosome. Why not introduce your gentlemen guests to the Mary Kay MEN products and the Men's Colognes, and the ladies to either the Timewise Basic Skin care OR the Timewise Repair set and the Women's perfumes? Also, Indulge Soothing Eye Gel is sure to be enjoyed by both men and women, as well as treating them all to the Satin Hands treatment. A few days after the class, you could phone each member of the couples separately. Get their opinions of how they liked all the different products they tried. You will have a built-in "WISH LIST" for everyone who attended, so they all can get their favorites from you, for Valentine's Day gifts!!

 **Book Valentine Color Cosmetics Parties:**

A Valentine Glamour class is a wonderful opportunity for busy women to focus on themselves for a change. After the rush of the holidays & easing in to the New Year, what woman wouldn't love to try some new colors, designed to make Valentine's Day a memorable one? It's no secret that everyone wants to look their most beautiful on Valentine's Day. Why not suggest that all of your guests bring the special outfit they plan to wear for the Valentine's Day dinner? Then, you can develop a personalized look to compliment each guest's outfit! To "class up" the event with a touch of elegance, serve sparkling grape juice in fluted glasses, along with lovely heart-shaped cookies!!

 **Cultivate a SilkGarden:**

What woman wouldn't love getting a gift that includes a silk rose, a shopping spree and "sweet nothings" from that special man in her life? Why not try the following tried-and-true idea. You'll want to purchase silk roses in various colors & then wrap each rose in-dividually in white tissue paper, like a florist does, & tie the rose at its stem w/ a satin ribbon. Then, why not buy blank gift enclosure cards & write the following poem in each:

**"I loved you when I met you, and today I love you even more!
You've made my life more special than its ever been before!
I hope your day of shopping is as happy as can be,
Try it all, and have a ball, and then come home to me!**

Call upon men in every imaginable profession: car salesmen, accountants, gas station attendants, teachers, managers, waiters, doctors, insurance salesmen, plumbers, builders, government workers, computer gurus. In addition to the rose & poem, the gentlemen purchase a gift certificate in an amount of their choosing to be used for Mary Kay products. Then the certificate, rose & card are delivered to the lucky ladies on Valentine's Day!! You'll want to follow up with them to schedule their one-on-one "shopping sprees"!



Look in the Eyes of Love:

Did you know that January is National Eye Care Month? Why not try the following idea? To offer this package, use a reusable vinyl gift bag & ask clients to choose from the following products: Indulge Soothing Eye Gel, Timewise Firming Eye Cream, or Volu-Firm Eye Renewal Cream. For a finishing touch, also include either a Mineral Eye Color & a Sponge applicator tip, or an Eyeliner.



Solve a Sweet-Smelling Mystery:

Valentine's Day is the perfect time for sharing beautiful Mary Kay fragrances! But, in addition to just "giving" a loved one the fragrance, it's a fun idea to "tease" them with it first! A perfect way to being this mystery is by enlisting your clients' husbands or boyfriends. Encourage each man to purchase their favorite MK fragrance to give to their special lady. After they have selected the one they want to buy, give each gentleman the following ideas, which can be reproduced on pretty stationery. Their mission, should they decide to accept it, is to leave little surprises, around the house for their loved ones to subtly notice. Here's how to have a "sweet-smelling mystery".

1. Feb. 1: Dab a few drops of the fragrance on the notepad she keeps by the telephone. Each time she takes a message or talks on the phone, she'll be greeted by a delightful scent.
2. Feb. 2: Saturate a couple of cotton balls with the scent, let them dry & tuck them into your loved one's pillow case.
3. Feb. 3: Refresh pretty potpourri which has lost its scent by spritzing the fragrance on a cotton ball & tucking it underneath a few petals!
4. Feb. 4: Take a small piece of ribbon or pretty fabric, like Satin, and spritz some of the fragrance on it and place it in her lingerie drawer.
5. Feb. 5: Spray fabric-covered hangers in a clothes closet.
6. Feb. 6: Dab cologne on a sheet of plain paper; let dry; hide it in a pocket of her attaché case.
7. Feb. 7: Volunteer to draw her bath and secretly spritz the fragrance on the surface of her bath water.
8. Feb. 8: Saturate one of her lace hankies, let it dry, & tuck into her purse.
9. Feb. 9: Lightly spray the fragrance into her linen closet.
10. Feb. 10: Secretly spray a small amount of the fragrance on her bathrobe.
11. Feb. 11: Secretly spray a small amount of fragrance on her towel while she is in the shower or bath.
12. Feb. 12: Lightly spray the fragrance on a small toss pillow & then place it on her bed or sofa.
13. Feb. 13: Write her a love note & lightly spritz the note with the fragrance. Then, place it upon her pillow along with a solitary rose.
14. Feb. 14: By now, she's wondering, "What is that beautiful fragrance I've been smelling?" Then, present her with the lovely MK fragrance you've selected. Don't forget to tell her, "Happy Valentine's Day"!



Make it Simple, Sweetie:

We all know that men LOVE pre-packaged gifts for Valentine's Day! Why not take advantage of this simple fact and show them what they can give? Pre-package several items in different price ranges to show. Take orders and tell them you will deliver the products to either them, or their sweethearts at work. All women love to get a gift from their admirer in front of other people. And, men love it, too! Be sure to point this out to your clients! Here are some more ideas for you:



THINKING OF YOU, WITH LOVE:

Thinking of You Perfume in an attractive little basket, surrounded by pink, red and white silk flowers.



BERRY BASKET:

To make a Very Berry Basket, include Strawberry Mineral Cheek Color, and your choice of Berry Kiss, Boysenberry, Apple Berry, or Whipped Berries Lipstick, and Berry Tart Lip Gloss. You might want to also include a favorite fragrance. Suggest that clients add a miniature Teddy Bear that says, "I love you". Men love to purchase these gifts!



FLAWLESS COMPLEXION SET:

In Vinyl Merchandising bag w/ shred, include Purifying Bar, Blemish Control Toner #3, & Acne Treatment Gel. Promote to grandmothers or aunts @ your facials & skin care parties, for their special teen-agers!



MINERAL EYE SHADOW / MINERAL CHEEK COLOR "FLOWERS":

Purchase long acrylic flower boxes from the flower shop & carefully arrange several long "stems" of red or pink wire in the box. Select 3 eye shadows & three blushers and wrap wire around them, attaching them to the end of the stems. Then, place the "flowers" on top of the tissue paper. If necessary, you can hold the wires & the products in place by using pieces of scotch tape. Eye Shadow & Cheek Colors last longer than roses & make just as beautiful a presentation!



INTRODUCE CLIENTS TO "12 Months of Love":

If stores like Nieman-Marcus and Harry & David can offer a "Gift of the Month", why can't we in Mary Kay do the same thing? With MK, the recipient of the gift receives one gift every month for one year! They (the clients) could actually start it on Valentine's Day, and then they can receive other gifts on their anniversaries & birthdays, Mother's Day, Sweetest Day, etc. To run this promo, you'll want to develop a gift list indicating to your clients what their loved ones would receive each month. Be sure to sell the fact that each gift will be wrapped & hand-delivered on a specific date each month of your client's choosing. What a great way to keep the passion & love-light of Valentine's Day burning all year long!



WANT TO BE A SWEETHEART THIS YEAR?

Why not bring some joy to those living in a nursing home? Purchase some cello bags & place your business card, along w/ samples of hand cream, lip blisters, eye shadows & cheek colors. Share them with a local nursing home residents. It will touch their hearts to receive a special something, & their families will appreciate your thoughtfulness, too. Your good will could produce future sales from the residents & their families. Don't forget the nurses & staff; they'll love the products once they've tried them & might call you to order a Valentine's Day gift for their own loved ones!!