

HOT YEAR-ROUND SELLING TIPS!

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JANUARY

If you let it, January can feel like a let down. You can easily convince yourself that people are tired of buying, but that's not true, so get in on the action.



Have NEW YEAR, NEW YOU stop-by appointments for every basic skin care customer. It updates your customers on what's new in our product line and gives them a fresh look for the new year.

FEBRUARY

Valentine's Day

12 Days of Christmas idea can be scaled down to a 5 or 6 day gift package.



Don't just focus on husband to wife. Pay attention to gifts for wives for husbands, children to moms, moms for children, etc. Use holiday left-over sets and repackage them with a Valentine's Day theme and offer them again for Valentine's Day.

Here's a suggestion:

Every time you have a delivery, take your products and individually diaper them in small squares of tissue using your reorder label as a sticker, then gently put them in the bottom of a bag. Then put tufts of tissue coming out of the bag with tons of curling ribbon coming down the front of the bag. Deliver it that way or even attach a helium balloon, especially when delivering to banks and businesses. You get such an impact for minimal cost!

MARCH

St. Patrick's Day

Lucky Classes: Take your business card, attach a penny to it, and have those on your skin care class table. Let your guests know that if they book a skin care class they can have one of those business cards with a penny. If they book and hold their class in the next two weeks, they can redeem that penny for a glamour color at her own class.



APRIL

Easter

Nests of plastic Easter eggs with slips inside can be used as booking promotions. Place them all in an Easter basket in the center of the table. Anyone who books a skin care class can take an egg and redeem the prize inside if they book and hold a skin care class in the next two weeks. That's their little extra gift for booking an Easter class.



Bridal Shows/Fairs: Use local shows/fairs to promote your services to brides and bridal parties.

Secretary's Day: Great corporate gift giving opportunity! Keep track of your holiday corporate customers. During the holidays, ask for permission to follow-up with them during secretary's week and vice-versa with new Secretary's Day corporate customers. Remember, work smarter, not harder!

Bunny Baskets Great for teens, daughters, moms, grandmothers, seniors in retirement homes, etc. Put together bunny baskets overflowing with cellophane and Easter grass. Fill it with body care products & deliver it with enthusiasm. If you have a junior-high age child, what fun to have them wear bunny ears and accompany you on the delivery. It will brighten your child's day & the day of the basket's recipient.

MAY

Mother's Day

No one appreciates the role that mothers play more than we do at Mary Kay. It's a great month to hold mother-daughter before and after classes. It's a great time to promote fragrance and body care products, but May has much more to offer us.



Nurse's Week: Satin Hands promotions for nurses are so much fun! Look through your profiles and find your nurses. Call them and find out who their director of nurses are and contact that person. Ask if they have any specific programs set up for Nurse's Appreciation Week. Many times you will be invited to come and be able to treat nurses as they get off shift to a Satin Hands Treatment. It's so much fun and you'll meet some great women.

Mary Kay Ash's Birthday: It's a great opportunity to hold an extra class, and you may choose to take a percentage and give it to the charitable foundation.

Proms: Great opportunity to hold a teen glamour clinic! Invite them to come and bring their own prom dresses. Then you design a special color look for them. NOTE: It's always best to speak with mom ahead of time if the teen is under 18.

JUNE

Sun Awareness: Great time to promote Sun Essentials products and good healthy skin.



Summer Brides: Keep track on your profiles of who's engaged and when they are getting married. Offer her the opportunity to meet with you and her entire bridal party, moms, and extended family to customize and coordinate a look based on her wedding colors.

Father's Day: Guys love to be treated to a scaled down 12-days type of gift package as well. What a treat for a father to receive from his daughter either one large basket or individual gifts during the three days leading up to Father's Day, such as men's fragrances, toiletries or sun protection.

Reprogramming for Current Customers: Great time to schedule stop-bys for existing customers who live in areas where weather changes alter their skin care needs. You can update their product line, such as switching to oil-control lotion or an oil-free day radiance. Make sure you keep good records on your profiles so you will be able to know how often you have review her skin care needs.



Extra Delivery Opportunities: (always use lots of cellophane, tissue, ribbons, balloons, etc.)

- Graduation
- Birthdays
- Baby Showers



Deliver in style with your business card attached. It's a great way to promote your business and make the lives of your customers easier as well.

JULY **New Seminar Year Goals: Star Consultant**

Spa Parties: No limit to number of guests. Ask each guest to come wearing a short skirt or shorts, because you need their legs exposed. Also, they should bring a lawn chair, since the appointment is held outside in a semi-circle, near a water hose, of course! You arrive with an adorable basket overflowing with spa product demos. Pass out customer profiles and briefly discuss skin care to lead into future appointments. Then start the spa class. Tell them that today they will experience the most luxurious leg treatment they've ever had in their lives. Using Satin Hands, have them treat their legs with Extra Emollient and Buffing Cream. Then hand them each a disposable razor, and they'll shave their legs. Then you give them the Body Wash with maybe a netted sponge. They wash off their legs with the water hose and finish with their choice of body lotion. Then they can top it all off with the spa fragrance of their choice. (TIP: Chill the spa fragrances and keep them in an insulated cooler until you're ready for them. It feels very refreshing!) Then pass around a basket carrying your hottest spring/summer colors in your nail line. Have them all apply a nail color and a speed set top coat. While they're waiting for their nails to dry, you can introduce them to all of the other things that you have available, i.e., Sun Essentials. Then you'll want to finish with whatever your SHOW SPECIAL is, such as the Satin Hands, Nail Hand Bag and some extra spa items and put it together in one large show special and explain the special pricing for that night and that you're also scheduling appointments for skin care updates for the summer season. It's fast! It's easy! The class should never take more than 1 1/2 hours.

Seminar Challenge: Send postcards to 25 customers. Tell them that they will receive a special Seminar gift from you if, when you return, there is an order from them on your voice mail. Also leave an appropriate message on your answering machine. It is so much fun to come home to 1-15 orders on your voice mail system and have deliveries right away with your Seminar high enthusiasm.



AUGUST

New Products Promotion: If you're office bound, use vinyl merchandising bags to place *The Look* on one side and fill the bag with sample fall collection products. People love to look through an inviting bag of new things.



Fall Makeover Contest: Set your goal early. (Dec. deadline) Get a large three-ring binder for before and after photos. As you carry this around, people will be able to see. You can tell them that Mary Kay is offering an absolutely fabulous promotion, explain the promotion and say, "Tell me, would you lend me your face for 30 minutes? I would love to be able to submit your before/after makeover for you to win." (explain promotion).

Back-to-School: Target skin care classes for women going back to college (18-21 yrs old). Offer a filled custom compact with her choice of colors for the cost of the date she holds and the class must have at least 5 guests. For example, if the class was held on Aug. 10th, the custom compact filled is hers for \$10.



SEPTEMBER **Preholiday Planning**

Businesses: Go through your customer profiles for business contacts, using current customers, their spouses & family members to get names/addresses to send out your first letters for your executive gift service. Great way to make contacts for future selling situations & develop new customers.

Customers: Great month to start booking holiday classes. Make a list of 25 women who you think would love the opportunity to be the first to see the holiday line. As you call to follow-up with them, tell them that the first 10 people who book their holiday class will receive a special holiday gift from you, such as a special fragrance item that you have prepackaged, and that they will receive "maximum benefits" for having that holiday class and being among the first 10.

OCTOBER

Halloween



Create trick-or-treat bags for your customers and prospects. Fill black & orange cellophane bags with little candies & lipstick samples or a glamour card & your business card. Slip them in your purse. It's a great way to stay in touch with your customers. Also ask women when you meet them, "Have you received your trick-or-treat from Mary Kay yet?"

NOVEMBER / DECEMBER

Holidays!!



Holiday Basket: Create a pretty holiday basket (i.e., lined with a holiday tablecloth). In the basket, place 10+ individual collections in a wide range of costs created with whatever is hot for the season. Then give your customers the opportunity to do their holiday shopping early by doing a 20 minute stop-by. Call your customers, determine a convenient time to drop by and show them what you have to offer for the holiday season. These appointments last about 20 minutes. You can take orders and set up a delivery date.

Fragrance Class: There's no limit to the number of people who can attend. Begin the class like a skin care class. Start with Satin Hands and have EVERYONE complete a skin care profile card. This opens the line of communication regarding skin care and gives you an opportunity to book a skin care class for a future date. Then let your fragrance class guests know that you would love to set up a time for them to experience the skin care and what makes Mary Kay so famous, but today we're going to be viewing all of the beautiful holiday gift giving collections. Use Mary Kay product collections and display them in a basket, vinyl merchandising bag, etc. Pass it around for everyone to view the selection. Guests can sample the scent off of a test blotter or a fragrance strip. Use *The Look* brochure to guide you through an explanation of what goes into each fragrance. You can even make a mini flip chart out of this brochure, so there's little to memorize. Always offer the customer some added value, such as if you purchase three fragrance items, you will get a gift with purchase.

Santa's Helper Book: Get a beautiful journal, and take it everywhere you go: classes, facials, stop-bys, etc. Have customers fill out a letter to their Santa with their Mary Kay wish and then follow-up with their Santa. Spouses and significant others are usually relieved to have their gifts figured out for them.



12 Days of Christmas: Great gift services for the men in the family, especially the romantic men or those who have some making up to do. You can deliver a gift to a wife or a girlfriend at her workplace for the 12 days leading up to the holidays or build a 12 Days of Christmas Tree and present every gift to the wife or girlfriend by the 12th leading up to Christmas.