

SELLING HOLIDAY BASKETS TO MEN

HERE ARE THE FACTS.....(most men):

- 1) Are frustrated with what to get their wife/girlfriend/mom/sister, etc (especially if their single) and love to get some helpful ideas.
- 2) Do not like shopping malls - clothing stores - etc.
- 3) Aren't real sure if they 'trust' online shopping.
- 4) Will shop with YOU when you're confident, warm, pleasant and trustworthy!

WHAT YOU NEED IN PLACE BEFORE YOU CALL:

1. Know what's versatile and most women would love to receive as a gift. Example: Satin Hands, Satin Lips, Oil-free Eye Makeup Remover & Mascara, Velocity Candle & Perfume, Roll-up Bag, Shower gels, lotions, etc.
2. Know what price options you would like to offer! \$150 - \$225 - \$299 is what I offer!
3. Have a 'questionnaire' in front of you that can help you ask the questions you need to ask to sound professional, and 'on it' with HIS Holiday shopping needs!
4. KNOW THAT YOU COULD MAKE (or have someone else make) A GIFT BASKET LOOK AWESOME!!!!!!!

SCRIPT FOR MEN WHO ARE YOUR CLIENTS HUSBANDS:

"Hi _____, I am so glad I got you on the phone. I wanted to ask you a quick Holiday question about _____, is she standing right there or can you talk? Great. This is _____ your wife's personal consultant with MK, and I happen to know a few things that she would looooooove to get for Christmas and I wondered if you wanted a few ideas, or do you already have her gifts all taken care of??? You'd love some help - OK - well.....I can personalize something specifically to what I know she likes - anything from a couple of stocking stuffers to my favorite ...the '12 Days of Christmas' basket. Do you need something that really makes a statement, or do you just need that little extra something?" (don't say anything till he tells you - pause and listen)

Need to make a statement?..... "then you definitely want the '12 Days of Christmas basket!!' It's a beautiful gold basket with 12 individually wrapped gifts for each of the 12 Days before Christmas - you can give her one each day for 12 days (lay it on her pillow at night), or you can give it to her all at once - your choice! Then...all you have to do is make sure you get her a card - that's it!"

Need that little extra something?..... "then I have just the thing for you...!!!" (offer the Miracle Set, OR - a Satin Lips, Hands & Body Set) Get creative and HAVE FUN!!!!

CLOSING THE SALE: (after you've gone over the questionnaire)

“OK _____, now the only thing I need to find out from you is what price range you want me to work with. (if it's the 12 Days of Christmas basket) I do a very basic basket for 150, it's very nice, but with 12 different gifts - each one is going to be just over \$10. And, I have the 'She Deserves It All' basket for 299 - it's gorgeous and has everything to make her feel special. But the one most men go with is the one in middle for 225 - it's very pampering, very beautiful and I'll make sure I tuck in her favorites!!! Which basket would you like to bless her with?” (shhhhhh - don't say anything till he gives you an answer)

“Great - would you like to take care of that with cash, check or card?”

IT'S THAT SIMPLE GUYS - HAVE LOTS OF FUN PAMPERING YOUR CUSTOMERS THIS HOLIDAY SEASON!!!

AND...don't leave out the men that you have contact with (but may not know their wives). If you work with men, or have salesman that stop by your job - or just are simply in your warm circle of influence - they will still buy a holiday basket from you even if you've never met his wife! Just stick to all our basic favorites - she'll love it - and everything's 100% guaranteed!!!

NOTE / BUSINESS CARD IN BASKET:

“It has been a pleasure putting together a Holiday basket 'just for YOU!' I will be contacting you in the next week or two, to schedule a drop-by appointment with you and make sure you're comfortable using everything you've received. Please know that all of our MK products have a 100% satisfaction guarantee, and can be exchanged if necessary.

If you have questions, please don't hesitate to contact me! Enjoy!