

## Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially holiday fragrance options. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman is an all-time favorite:

### Holiday Shopping Coffee

- Select your 10 best customers/ friends--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price!"
- Set a date and time. "Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?"
- How to Display Products....  
Arrive with the Holiday Collection in separate vinyl bags. Put them in a festive tote/shopping bag or decorated box/basket. Have one display table and light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man's Roll-up, Coffee & Cream...

### What You'll Need:

- Full-size Satin Hands collections
- Full-size Body Care Collection sets, our new fragrance
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book



### What to Do:

Make a list of prospective hostesses. Call each and say something like, "Christmas is only \_\_\_\_\_ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a \_\_\_\_\_ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

Place a complete holiday collection for each fragrance description on one side of an index card and on the reverse side write the price for each item in the collection. You can find descriptive statements for each fragrance online. Place each index card behind the collection in the vinyl bag. Follow the same procedure for the Eye and Cheek Colors, Satin Hands, body care collections and men's products as well. You can find additional information on

[www.marykayintouch.com](http://www.marykayintouch.com) to include on your index cards.

### When guests arrive-

1. Do Satin Hands on every guest.
2. Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out), a wish list & a Holiday Look Book.
3. Take each fragrance collection out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed and wrapped in netting so you are not spraying everyone with scent. Have a Gift With Purchase offer for that night.
4. Very important to say during total presentation, "When you see something you like-just put it on your ticket."
5. Watch your time. At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a drawing for a special gift."
6. Do not have them total their sales--just take up all the orders-do the drawing (doesn't have to be a big item-just wrapped beautifully).
7. Then say, "While \_\_\_ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-whichever would be best for you."
8. You now have sales (average \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Spa Classes & you should have many new business associates. Offer a bonus for booking a SCC or Holiday Coffee before Dec. 15.
9. Have some sample gift baskets on display (including men's care, glamour, body care, etc. as well as fragrance) & stress that they can be any price--each is customized.

# 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 tape or video 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



**For Even More Great Holiday Ideas Visit [www.unitcommunity.com/holiday](http://www.unitcommunity.com/holiday)**