

Holiday Sales to Businesses

Increase holiday profits by contacting people in charge of gift buying at small to medium-sized companies to suggest Mary Kay gifts for employees and/or clients. Whether you're new to holiday business sales or you've already used this avenue to additional profits, you can benefit with these tips:

Ask all your customers who work outside the home about their company gift giving policies and the name of the person in charge of this function. Referrals can save you a lot of legwork and time.

- **Send a signed introduction letter** (see next page) and follow-up within 5 or 6 working days with a call to that person. When the assistant asks you to identify yourself, tell her your call is "rather personal" and that it has something to do with a gift for her. If she persists, give your name and say you're following up on a letter you sent to (name) on (date).
- **Once you have the person on the phone, your goal is to make the appointment.**
Say:

"Mr. or Ms. (name), as I expressed in my letter, I have ideas to help you with your holiday gift buying. I know your time is valuable, so it will only take about 10 minutes to show you my gift selection. When would be the best time for you -- morning or afternoon? What day of the week would be most convenient?"
- **Dress and act professionally for each appointment.** When you arrive, give the assistant a small gift and have fragrance samplers for the potential buyer.
- **Emphasize your selection of prices.** You can ask your contact if they have price ranges in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the actual item or will say they need 25 women's gifts and 6 men's gifts at \$15 each (for example) and leave the selection up to you.
- **Present a holiday brochure to the buyer and suggest a women's and men's gift item.** Then use fragrance vials to present the individual fragrances. Offer free gift-wrapping and be sensitive to other requests your contact may have. Remember, you want repeat business throughout the year and next holiday season.
- **Collect at least 1/2 of the total sale when the order is placed** and plan to deliver the order and collect the remainder of the total price during the first week in December or at the requested time. Always leave a brochure and your business card with your contact and offer to help with personal holiday gift selections too!

Let me know if you have any other questions about how you can take advantage of upcoming holiday sales.



Greetings!

In Just 10 to 15 minutes, you can get a head start on how you will show appreciation to your employees and clients during this holiday season.

I am an Independent Beauty Consultant with Mary Kay Cosmetics, Inc. This season, I have a selection of quality gifts at very reasonable prices which I'm sure your employees and clients will be delighted to receive.

These limited edition fragrance gifts are quite attractively packaged and can be given separately or grouped in gift sets, depending upon the price range for each person on your gift list.

I also have a regular line of skin care, glamour and body care items you may want to consider giving to those on your personal gift list.

In a few days, I'll call to arrange an appointment at your convenience. I would appreciate the opportunity to meet with you for just a few minutes to discuss these gift ideas and show you how they can make your holiday gift-giving easy, economical and rewarding.

Cordially,

Independent Beauty Consultant

P.S. My gift service includes free gift-wrapping AND a delivery date convenient for you. You also may be interested to know that Mary Kay Cosmetics and I back all our products with a satisfaction guarantee. I look forward to helping you with all your gift-giving needs this season.
