



HOW TO DO A HOLIDAY STOP 'N SHOP!!!

By EESSD Kim McClure

If you have less than 100 clients – I recommend you do “Holiday Stop ‘N Shops” call everyone – you know (even if you haven’t facialed them) and say:

“I am going to be in your area this week/next week – and I would love to pop in for just a quick 15 minutes and show you the wonderful gift ideas I have for Christmas. I have something for everyone on your list – except little kids. I gift wrap and deliver for you too! As a thank-you for letting me pop in – you can get one Christmas Gift at ½ price OR you can shop tax free! (you as consultant pick whichever is more appealing to you and offer one or the other). Set the date and time – then say “Hey if you share this appt. with some friends – you can do all your shopping at ½ off – you’ll get 10% off your order for each friend you have there – up to 50% off your whole order!

What to do: Wrap in holiday paper - a MK Brown box that our orders come in or a copy paper box – be sure to wrap all the sides including the bottom. You will use this box to carry your items in and then once you arrive, put down a

solid color tablecloth, and empty everything out of the box – flip the box over onto the table cloth and set up the products on top of the box and around the sides. Add a couple of Christmas ornaments around the items and you have a beautiful display! I suggest adding a few of the men’s items to your order to have something for everyone on their list!

Also – show the Hostess Necklace and a compact filled and a compact PRO- people always buy gifts and buy for themselves too!

1. Start with Satin Hands/Satin Lips
2. Do a Handcial on them if they don’t use skin care already – have them put skin care on the back of one hand – then take a darker shade of foundation (ivory if they have bronze skin) and put a dab on the back of each hand and rub it in and see the difference! Show them pg. on the Miracle Set and stats!
3. Then open up the Look Book and take them thru the Holiday Items.
4. Let them shop!

5. Have them fill out a profile card – front and back side of the card – give an incentive for getting 5 referrals – like \$5 off their order.
6. Book them for a quickie Holiday makeover so they look great in all the pictures their relatives will be taking over the holidays!
7. Ask “Have you ever thought about doing something like Mary Kay? I’d love to get your opinion on our business!”

So quick, easy, fun! I did this one on one and sold \$613!!! Don’t forget to promote the “Adopt a Grandparent” gift for nursing home patients – a \$20 gift set: Hand cream and Mint Bliss Foot Lotion gift wrapped. The client or business buys the gift and we deliver it a nursing home in their name! The elderly are the most forgotten about people at the Holiday time!

