



## Deb Dudas' Holiday "Trunk Show"

This is the easiest time of the year to get groups of people together! Your efforts will go a LONG way to giving YOUR family a Merry Christmas!

You can work 3 classes a week with this idea and could do all 3 classes on the same day.

Book 1-3 "SHOW in a BOX" or Trunk show or Holiday coffees- whatever you want to call them. (You could book a 10a, 2p, and 6p on the same day)

Offer the Hostess \$75 in Free MaryKay products for a \$400 show. Less than that is 10% of the retail sold. See how you are combining **BOOKING, SELLING and RECRUITING** with minimal time.

**#1) When you book your class- hand her 20 invitations** and explain that you will be picking them up in 48 hrs so that you can postmark them. Pick them up, and record all the names and addresses in your spiral notebook before you mail them.

**#2) Put together a \$400 retail set in a box** for each class that you are doing. If you demo all the same products each time, the repetition get you comfortable doing the same products and same presentation and you become good and quick at holding these. Basically, you should choose 2 of every one of MK's Holiday line and a few Satin Hands Sets, Hand cream, Mascaras, and Lip glosses.....that will get you there. Order your inventory in these sets so you can pack for your classes.

**#3) Heres where we are different.** Explain to her that you will set this up the night before the show. She will have a list of all the products and the prices of everything. (So she can sell before you get there) CAN YOU BELIEVE that there are people that would rather buy from your hostesses than from YOU??? Yes, they will for several reasons. Also it gives a longer time for the display to be shown. If you set it up with her at say 5pm its there until the next day – that way any of her friends that can't come at the time scheduled can come by that night or early am and take a look . (You are essentially getting your hostesses to move product for you. You get the sales and allow her to see that she could sell the products).

**#4) At the class bring a few extra ideas-** all should fir into a tote bag, set it up and GO. With your setup already done, you can be OK getting there 30 min early and devoting that time to recruiting your hostess and finding out who is coming that could see themselves doing what we do.

**Now, here's the 15 minute class procedure.**

Start with the beginning of the flip chart, talk about the quality of the products, give a Crackerjack recruiting talk, ask for referrals, and then explain the fragrance layering concept.

Then, "Vanna" the products and let them try the lotions of the scents. Be sure to put the Color 101 Looks (in the Look Book) together in vinyl zipper bags or envelope bags. Always remember, glamour is your most impulsive sale.

**#5) NOW CLOSE IT.** I see you promoting sets- but no big close- Do like Rena Tabet teaches. Here's the close:

There are 3 things you would like to know at this point. How much does it cost, how do I pay for it, and when do we get our products??? Well, you pay for it anyway you want to- VISA/MC/DISCOVER-half down, half later or "husband doesn't know plan. Whatever works for you will be fine with me. With few exceptions you will get your products right away. I knew when I started my business I wanted to stock products for all of you. And- How does it come? Well, you can buy everything individually today, or you can purchase any of the sets here. There is one other way to purchase your products.

My #1 goal is for all of you to have your best Christmas Ever! And I know 3 things about you. The closer you get to Christmas; you'll wish you had more TIME to spend with your family, am I right? You'll also wish that you had more MONEY, and you'll also wish that you had more ENERGY at the last minute. So here's my answer to all of this.

I want you to imagine that you had your own Mary Kay gift box in your home. Today, you know that you may have 10 people that you need to buy for at a \$10-\$20 price. You may know you need 3 Mens gifts, or that you may need childrens gifts for teacher, etc. (anything you pick up on from the class conversation) What I want to talk about is today, choosing to purchase a Mary Kay gift box. You and I would sit down and do a lot of your Holiday shopping and whenever you need anything, you will just go into your gift box, choose one of the quality gifts from today, wrap it or simply add a bow and present it. No running around, No hassles, No stress, AND I can save you money too! Today when you purchase your Mary Kay gift box of \$200 you save 15% (or \$30) When you purchase your \$400 gift box for gifts or personal use you save \$75. And I will be very honest and tell you that I'd love to help you holiday shop this year and I'd love to have you trust me with all of your Holiday Business.

Your Box is totally customized for you and your holiday needs and can include all of your own personal favorites with your gifts. Can you see how this would save you time, energy and money this year?????

**#6) You will average 5 people of the 20 postcards you sent placing orders and 5 more that will place orders that maybe weren't even invited. After the class turn to your hostess and say "Susie -I have 15 other people (or however many didn't come) that we invited to your show today. I am going to call them and tell them that we missed them at the show and offer to set up a 15 min appointment with them this week to**

see the Holiday products that they missed today. I will count all of these sales toward your show today. It's only fair for me to say to you- **I CAN HAND YOU A READY MADE BUSINESS.**

If you SOLD \$\_\_\_\_\_ by yourself- and I know these other people I will be calling will buy even more and instead of working for \$75 free- you would be looking at ½ in CASH.

Your next step would be to purchase the Starter Kit- and these leads (your guests) are yours. There's some simple paperwork to fill out if you would like to give it a try and want to join my team. This could change your life like it has mine.”

**THAT'S IT!!!** This close is effective on a one on one selling appointment also. Change the #'s but go BIG.

If the customer is looking at the \$400 box let her know the \$600 level is \$525

**HAVE A GREAT HOLIDAY SEASON!!!!**