

## Steps to Take to Prepare for a Profitable Holiday Season

**A. Set a Goal!** Determine the amount of income you'd like to provide for your family's Christmas, times that by your class average, (following these steps for the Holiday Coffee your class average should double!) Take your 40% profit and that should give you how many Holiday Coffees you need to hold!

**B. Get "Your Own" Personal Holiday Gift List together from the Look Book!** One of the ways I love to do "MY OWN" personal Christmas Shopping is from my own store! Not only does my family love the Mary Kay gifts they receive but I SAVE \$\$\$\$! As I'm only paying wholesale prices for the gifts!

**C. Order your Christmas Line ASAP!** The Holiday Products are a limited addition and when the company runs out, they run out! Even if you sell some and you don't have them! You may be saying how do I know how much to order. That depends on your goal of how many Holiday Coffees you plan to book, how large your customer base is and the size of your personal shopping list! I suggest if your goal is to hold 10 Holiday Coffees and a personal Holiday Open House for your customers and your personal shopping list is about \$100 wholesale, I would order at least 6 sets of each Holiday Item, plus what you personally need!

**D. Start Your Holiday Hostess List!** This list can be from current customers, potential new customers, etc...

**Holiday Coffee Script:** Hi \_\_\_\_\_ This is \_\_\_\_\_ do you have a quick minute? The reason why I'm calling is I am so excited about what Mary Kay has to offer our Customers for their gift giving needs this holiday season. I was wondering if I could interest you in an opportunity to get free product, AND help your friends get a jump on their holiday shopping as well? (suggest whatever hostess plan you decide to offer) I thought so! I am booking my Holiday Coffees to begin next week, do you have your calendar handy? What would be better for you the first of the week or the last of the week? Thursday or Friday? 6:30 or 7:00? Now that we have decided on a date and time I will need to get your list by \_\_\_\_\_. Would you like to e-mail that to me? Great. I will get you a Hostess Packet so you have everything you need to conduct a great coffee!! Thank you!

**Mailing Invites:** Mail them one week before the coffee is to be held and what is most important to the success of the coffee is that you call every guest invited to see if they plan to attend!

**Calling all invited guests:** Hi \_\_\_\_\_ this is \_\_\_\_\_ the Mary Kay Consultant who is conducting the Holiday Coffee for (Hostess's name). Can you make it?

**If Yes:** Great! I look forward to meeting you (confirm time, date and place). We will see you then!

**If No:** Ask if she is currently using the products and who is her consultant, and thank her for her time and hang up! (Thank you so much consultants for keeping Mary Kay's Golden rule, "Do unto others as you'd have done unto you!") If she is not currently working with a consultant say: I would love to offer you a complimentary facial or an opportunity to do your Holiday gift giving the Mary Kay way, which would you prefer? (Use the correct booking approach.) Once you've got a date selected ask her if she'd be interested in learning how she could earn Free Products through our Hostess Program (I'm sure she'll say yes!)

## Overcoming “Bah-Humbug” Objections

1. “With the holidays, I’m too busy with parties & family gatherings.”

“\_\_\_, that’s wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary makeover and a new look for the holidays. Let’s set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date.”

2. “I’ve just about finished my holiday shopping.”

“As usual, \_\_\_, you’re so organized. I always leave stocking stuffers until the last minute. I’ll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess credit toward a lovely gift for yourself. Which part of the week is better for you, the first part or the latter part?”

3. “Keeping up with the kids’ activities this time of year really keeps me on the go.”

“I can understand that, \_\_\_. This is a busy time for most people. That’s one of the reasons I selected you. I know you’re always concerned about looking your best, and you could probably use some time to be pampered. Why don’t we schedule a complimentary makeover for next week? Let’s look at my datebook and find a time that’s convenient for you.”

4. “The kids will be home from school.”

“I bet there will be times when you’ll want to get away and do something special for yourself. I’ll even have a special gift for the person who babysits for the kids when you hold your class.”

5. “It’s so cold and inconvenient to go out in this weather.”

“\_\_\_, you’ll be surprised how, by inviting a few friends over for a makeover, the atmosphere will naturally warm up. Your guests will also avoid the parking problems they find at the malls!”

# Host a Holiday Coffee

**½ Price Mary Kay Products, Coffee or Hot Chocolate  
and Girl Time!!**

**Receive your choice of one ½ price item for each New person you  
have attend your Holiday Coffee!!**

**No Purchase necessary for you to receive  
your special Hostess rewards!**

**(Must be 18yr or older and NOT already have had a facial with me to count for ½ price item.)**

**You will get to see and try the New Holiday Line as well  
as get some early shopping done!**

**Remember, I offer Free Gift Wrapping and Free Shipping**

**Call me soon to set a date and time:**

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