

Quick and Easy Ideas for Valentine's Day

1. Contact the husbands and significant others of your customers and offer to put together a Valentine's Day gift for their sweetheart.* Men generally shop by price and convenience, so you may want to ask what price range they have in mind. Here is a dialogue you could use:

Hi, Bob, this is _____. You may not know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute? I wanted to talk to you about a Valentine's Day gift idea for Karen. Great!

Bob, I always call my customer's husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to receive as gifts. This makes things easier for you!

I don't know if you've shopped for Karen's Valentine's Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love.

I offer free gift-wrapping and delivery. If she's not 100% thrilled, I'll exchange anything to her complete satisfaction.

I can make you look really good, Bob! I have gifts ranging from \$15 to \$500. Tell me, what price range would you have in mind? Great!

Would you like the gift delivered to you at work or to Karen's home? I know she'll love it either way. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday and your anniversary rolls around!

2. Wrap up small Valentine's Day-themed gift packages and carry them in a big basket everywhere you go. You'll be amazed at how women buy for their daughters, mothers or even themselves.
3. Top performers in Mary Kay know that "sets sell" and the "eye buys."

* Prior to contacting referrals via telephone or e-mail, you should consider whether this kind of communication is consistent with state or federal do-not-call or SPAM laws and regulations. For more information on this subject, you can go to the LearnMK Web site and click on the Legal and Tax link.

