

SPARKLE!

HOLIDAYS. A TIME FOR SHARING!

With the influx of parties, plus exciting NEW products, now is a great time to look for those who may want a new opportunity and would be great on your Mary Kay team! You can use the four-point recruiting plan, developed by Mary Kay Ash herself!

- 1 Ask your hostess to suggest potential new team members.
- 2 Tell your heartfelt, enthusiastic *I Story*.
- 3 Share the Mary Kay opportunity with at least one guest. Consider giving her a *Steps to Success* brochure, then follow up or meet her later if she wants more information.
- 4 Offer your hostess a special gift for every person she suggests who becomes a new team member.



HOLIDAY SALES STATS!

Did you know...

- Holiday shopping starts around September with the majority in October and November.
- Online sales peak the second week of December.
- Most money is spent on gifts for family, followed by friends, co-workers, service providers and others.
- Online holiday sales are growing.
- Gifting to oneself is growing.

FIVE OPEN HOUSE TIME SAVERS!

- 1 You don't need to spend a lot to have a fantastic party. Consider serving timesaving appetizers like pre-made mini quiches, or break and bake cookies.
- 2 Keep decorations simple but festive.
- 3 Set the mood with soft but upbeat holiday background music.
- 4 You can decorate with silver table cloths. Add pops of berry and teal for a twist on the traditional red and green. This way you're free to use decorations again for Valentine's or Mother's Day.
- 5 Use gift bags, tags and ribbon offered by Prima Wrap (available on the MKOC® > Business Tools > Promote Your Business > Prima Wrap).



HOW TO ROCK A HOLIDAY OPEN HOUSE!

Choose a location. Your home is great, but if you prefer elsewhere, look into a condo party room or even a friend's house.

Narrow down a time. Offer options. How about a Thursday or Friday from 3-7 p.m. or Sat 10 a.m. – 5 p.m.; or perhaps by appointment. You can offer a quick eye or lip look to get your customers there.

Promote. Take a big basket full of products to skin care and colour parties leading up to your open house. It garners excitement, starts conversations and you can sell from the basket anytime!

Keep it simple. Feature three to five products in a variety of price points. Some ideas: Mint Bliss™ Energizing Lotion for Feet & Legs, the new Pomegranate Satin Hands® Pampering Set, Mary Kay® NouriShine Plus® Lip Gloss, mascaras, Oil-Free Eye Makeup Remover or the Skinvigorate™ Cleansing Brush. Place removable price stickers on your gift sets to avoid having your customers feel awkward for asking.

Make it pretty. Entice your customers by wrapping gifts with ribbons. Add a gift tag! Print invites. Ladies love to get invitations in the mail. It makes them feel special and your event feel exclusive! You can always follow up via text, phone or email.



MAKE A LIST. CHECK IT TWICE!

What you can do this month.

- Gain Momentum.** Encourage your customers to host holiday-themed parties.
- Stock Up.** Offer your customers an easy shopping experience by having popular products in your inventory. They'll love that purchases can be delivered immediately.
- Wrap it Up.** Even the simplest gift becomes extra special when it's properly adorned! Prima Wrap has colourful holiday bags, gift tags and ribbon. Visit their website! You also can find inexpensive decorative items at craft and discount stores.
- Gift Guide.** Maybe you've received holiday wish lists from your customers? Help them select the perfect gift combinations for everyone on their list. Another idea is to contact current and potential male customers and offer to help them shop for the women in their lives.

U.S. Independent Sales Director Charlotte Hyden, of Dallas, Texas, had great success last year on Black Friday with her Time of Day online incentives. She ran her best specials from 6 – 8 a.m. and continued throughout the day with sliding scale perks until 7 p.m. She sent postcards with the details to gain exposure and get her customers excited.

Start planning your Black Friday/Pink Monday strategy now for ways you can promote and get the biggest sales results. But before you do anything, make sure you have a Mary Kay® Personal Web Site (find out more on the MKOC®) because these are the days cyber sales sky rocket!



BLACK FRIDAY
PINK MONDAY



You can promote black and pink products like Mary Kay® Lash Love® Mascara in I ♥ black and True Dimensions® Lipstick in Pink Cherie.