

Holiday Coffee Tips!

1. **Select your 10 Best customers/ Friends**--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price?"

2. **Set a Date and Time.** "Which would be better for you _____ or _____?"

3. **Arrive early and set up all of the new products**

4. When the guests arrive-

- ✓ **Do Satin Hands** on every guest.
- ✓ Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out) & a Holiday Look Book.
- ✓ Take each **new holiday product** & romance it one collection at a time. Explain each item layering & give prices. **Have a Gift With Purchase offer for that night.**
- ✓ **Very Important** to say during total presentation, "When you see something you like-just put it on your ticket."
- ✓ **After you go thru all the products say, "I don't know if you came tonight to hear about the products or maybe to learn a little more about Mary Kay but I would never forgive myself if I didn't share a little about our company. Go over MRS CAB**
 - ✓ **Watch your time.** At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a Drawing for a Special Gift."
 - ✓ **Do not** have them total their sales--just take up all the orders-do the Drawing (doesn't have to be a big item-just wrapped beautifully).
 - ✓ Then say, "While ___ gets your coffee served, I'll help you with your orders. I take MC/VISA, DISCOVER, American Express, check, or cash-which ever would be best for you." Offer a signing bonus (like satin hands) if someone joins your team today. You now have sales (average. \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Nail Classes & you should have many new business associates.
 - ✓ Offer a Bonus for Booking a SCC or Holiday Coffee before Dec. 15.

Have some gift baskets on display (including glamour, body care etc. as well as Fragrance) & stress that they can be any price--each is customized!