



# SANTA'S HELPER

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If you know how to contact significant others, now is the time to call and offer your pampering basket or gift certificates. If you don't have that information, here is a great way to find out who to call:

Dialogue for contacting customers/friends/family with offer to play Santa's Helper:

Hi, \_\_\_\_\_, this is \_\_\_\_\_, your independent Mary Kay Beauty Consultant. I'm doing something fun for my special customers this week. May I have a quick minute to give you the details? Great! \_\_\_\_\_, I'm very aware that there are men and other family members in our life that need a little help with gift ideas. I'm playing Santa's Helper today and was wondering if there are any special Mary Kay products you would love to have wrapped up for the Holidays. If so, I would love to make a secret, just between you and me, phone call to anyone you feel might want to hear from Santa's Helper? Oh, and by the way, that could also include a Gift Certificate.

If she thinks that is a great idea... get her wish list, her Santa's number and make the call.

What to say when you call her Santa:

Hi, \_\_\_\_\_, this is \_\_\_\_\_, your (wife's, girlfriend's sister's, mother's, daughter's, etc.) Mary Kay Beauty Consultant. I am playing Santa's Helper today and I have a quick tip if you're interested. Great! I happen to know that \_\_\_\_\_, has some Mary Kay items on her wish list and I wanted to pass that information on to you in the event I can be assistance if you're not done shopping for her yet.

If you are talking with the man in her life and he says he already has her gift...You can say,

Oh, wonderful! Then let me tell you about something special that you may want to add. This little treasure is sure to make you her romantic hero. It's called a pillow gift. It's a small gift with a special verse that you can place on her pillow on Christmas Eve. Trust me, she'll love it! May I wrap up a little pillow gift for you to put on \_\_\_\_\_'s pillow?

Remember Gift Certificates make a great gift (especially if your inventory has been depleted for the Holidays) and there isn't enough turnaround time for delivery of product. Let the "gift giver" know that you will include a complimentary pampering session where the person receiving the gift can try a New Look for the New Year and see Mary Kay's latest & greatest products.