



SELLING TO **MEN** Script

12 DAYS & PILLOW GIFT

Hi ___! I'm so glad that I got you on the phone. This is ___ and I am your wife's personal consultant with Mary Kay. If you have 3 minutes, I am calling to make you look SO good this Christmas! Do you have all your shopping done for ___? Perfect. I can personalize something specifically to what I know she likes - anything from a couple of stocking stuffers, to my favorite - The 12 Days of Christmas Package. Do you need something that really makes a statement, or do you just need that little extra something?

NEED TO MAKE A STATEMENT?

Then you definitely want the 12 days of Christmas Package.

It contains 12 individually wrapped gifts for each of the 12 days before Christmas with a sweet poem that she will think you came up with. You can give her one each day for the 12 days, or you can give it to her all at once on Christmas morning. These gifts start at \$125 and go up to \$400. We also have gift sets at \$99, \$199 and \$299. What price range would work best for you? I promise she will LOVE it!!

NEED THAT LITTLE EXTRA SOMETHING?

Do you have a pillow gift for ___ yet? Oh my goodness... every woman needs a pillow gift for Christmas night. This is a gift that you put on her pillow Christmas night - after all the gifts are unwrapped and food is eaten. You put it on her pillow with a note that I provide, and ___ will LOVE the extra special thoughtfulness.

EXTRA QUESTIONS:

Are you good on stocking stuffers? Are there any other women in your life who I can help you shop for? Daughters, moms, in laws, secretary, etc?

IF HE ASKS WHAT KIND OF STUFF COMES IN THE PACKAGE:

Its all girly stuff, stuff she will love. Stuff that she will pamper herself with that she would never buy for herself!

