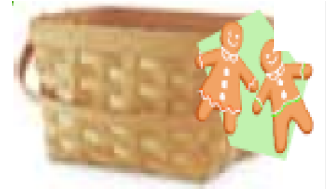


Procedure for a Mary Kay Holiday Coffee/Stop-By

(Thank you, Sales Director Vicki O'Bannon!)

What to prepare:

- ◆ Large Tote or Laundry Basket - if wicker looks festive when spray paint it gold/silver
- ◆ Holiday Table Cloth - gold, silver, red or green?
- ◆ Holiday Candle, & 1 Book of Matches
- ◆ Small CD Player, CD of festive holiday music
- ◆ Tin of Cookies
- ◆ Business cards & calculator
- ◆ Goody Bag for each guest (profile card, sales ticket, wish list, holiday handout, pen, and candy)
- ◆ Add to the basket one of several "Holiday Gift Giving Ideas" using regular line merchandise. plus our NEW Holiday Line. Gear your gift ideas in a wide price range. Gifts for men and women, teenage boys and girls, grandma and grandpa, gift exchanges at work, gifts for teachers and stocking stuffers, etc.



Booking

- ◆ Select your friends, family and previous hostesses to schedule a 30 minute quick appointment for you to come by to show her/him or a group of friends a few Holiday Gift Ideas to save her/him the time at the stress associated with mall shopping. Script of what to say for Holiday Coffee. "Christmas is only ___ weeks away! How would you love to get a jump on the season and receive your gifts free? Simply invite as many friends as you like or for coffee. I'll bring the cookies & introduce you and your friends to our new holiday fragrance & color cosmetics collections. Plus, I'll have a ___ as your special gift for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!" I'll stop by with a fun packet, (or I will mail) samples and brochures with holiday line and color line to take up outside orders. A great way to earn additional free products with your hostess credit. Instruct him/her to invite as many people as she would like.

Telephone Coaching:

- ◆ Call for guest list, you will send out the invitations to her Holiday Coffee
- ◆ Refreshments should be simple. (I offer to bring a tin with cookies.)
- ◆ Have Guests bring their Christmas list.
- ◆ Let her know that you will offer complementary gift wrap & half payment down & half on delivery (MC/VISA, etc.)
- ◆ Let your guests know that you will not do make up however you can schedule a time for their holiday look..

PROGRAM:

- ◆ When you arrive, spread out your holiday tablecloth on table. Light the candle and place it in the center of the table. Play the holiday music quietly to get them in the holiday spirit. Open the tin of cookies,
- ◆ As each guest arrives, warmly greet her and ask if she's ever tried Mary Kay skin care products. Give each a "Goody Bag" (profile card, sales ticket, wish list, holiday handout, pen, and candy).

Opening 5 Minutes: Thank Hostess, and present gift.

Explain hand outs, brochures

- ◆ Reasons for Shopping with You for Christmas. Wide variety of products.
- ◆ Gifts in every price range
- ◆ Personalized shopping, gift wrap & delivery
- ◆ Saves time - avoid crowds
- ◆ Saves aggravation- shop from your seat and not your feet.
- ◆ Gifts are 100% guaranteed. No waiting in long lines for exchanges.



Presentation 15 minutes:

- ◆ Take each gift idea out of the basket, one at a time. As you take the sets out of the basket, pass it around the room for your guest to see. Describe what it is. The last person will put the gift on the table as you continue this process until the basket is empty. Table will be set with the gifts.

5 Minutes: Close

- ◆ Explain to the guests that you will take orders today with 50% down 50% on delivery with complimentary gift wrap.
- ◆ Methods of payment- you take cash, check, M/C, Visa, Discover and he'll never know plan
- ◆ Benefits of booking

Thank them and say "Ladies let's go shopping!"

Tips from Vicki O-: I love the idea to bring cookies along for guests to munch on while you are writing up the orders. Have the Hostess put on the coffee. Let it brew during your 30 minute presentation. (Save cookie receipt for tax deduction.)

This is a great alternative when everyone is busy during the holidays. If you go to them for just 30 minutes, you will reap the rewards. You will probably be a Star Consultant, you will increase your confidence. Your customers will think of you as their "Gift Source" for the next holidays like Valentine's Day, Mother's Day, Birthdays, etc. You will meet people you never would have before and you set up your next successes in January with new people to book. This is a win-win situation. This is so exciting, I'm going to make this Holiday Season profitable one where I am making everyone happy. HAPPY HOLIDAYS!!