

Holiday Packet #1

This packet contains awesome planning information for making the most of your holiday sales such as

- Holiday Strategy Handbook that includes
 - Holiday Time Table
 - Christmas Strategy Contact list
- Holiday Plan of Action
- Countdown to Christmas
- \$10,000 Christmas Sales Plan
- \$12,000 Christmas Sales Blitz
- Earn \$2000 by Christmas



Holiday Strategy Handbook

"Plan your work and work your plan!"

-Mary Kay Ash

Step 1: Choose your Strategy

Listed below are the main holiday selling ideas!

Choose **1 or 2** ideas that best fit your time, energy and personality!

- a. Holiday Coffees/Trunk/Gift shows/Pampering Parties
- b. Open Houses
- c. Gift Giving Services for Businesses, Husbands, Family & Friends
- d. Velocity/TimeWise Classes/Holiday Makeovers

Step 2: Set a Plan of Action

- a. Use a Weekly Plan Sheet or calendar and schedule dates and times
- b. Commit to implementing the selling ideas you have chosen!
- c. Take into account personal events, shopping, cookie making, etc.
- d. Set specific goals.
- e. Create your plan with your family
- f. Use the guidelines in this packet

Step 3: Evaluate your success and make notes for next year.

I am choosing the following ideas

1 _____

2 _____

My Holiday Retail Goal is \$ _____

I want to build my business because _____

I want to add team members # _____

What worked best _____

What I'd change _____

Holiday Time Table

Dates	Action
September	
Now-14 th	<ul style="list-style-type: none"> • Plan your Christmas strategy. • Call all your customers and do a Back to School Bash! \$75 for \$35 for all Hostesses who have: 3+ guests, \$100 in class sales, and one class booking! This is great for mom and daughter Velocity/TW classes or Trunk/Gift shows or Office Pampering Parties!
10-15 th	<ul style="list-style-type: none"> • Complete your Star! • Order your Holiday items early. • Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.
16-30 th	<ul style="list-style-type: none"> • Begin your preview appointments with customers. • Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base. • Hold appointments that you scheduled the 1st part of the month. • Do your own personal shopping using our wonderful Mary Kay products and gift items!!!
October	
1 st -15 th	<ul style="list-style-type: none"> • Set your goals for Retail Sales, interviews held and new team members. • Have guests at every meeting! • Start "showing, telling and smelling" with everyone you come in contact with. • Have your Go Tote filled with samples, fragrances and Look cards. Hand out 3 a day for best results. You are planting seeds for your future! • Have 10-15 Hostess Packets and Recruiting Packets w/ Consider tape prepared. • Start following up with PCP customers. • Target: Booking Skin Care Classes, Fall Makeovers, Nail Care Classes, Pamper Parties (Satin Hands and body care) ... offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a Wish List filled out for her, interview her and meet more wonderful ladies. • Offer a free lipstick/liner to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra

	<p>income during the Holiday Season. Tie this in with the above appointment if possible.</p> <ul style="list-style-type: none"> • Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/lunch time at customer's place of employment or in a neighborhood setting. • Continue to follow up with businesses, always adding more to your list. • Look ahead at your fall calendar and schedule your Open House. (For consultants with ample customers locally to them)
<p>16th-31st</p>	<ul style="list-style-type: none"> • Continue booking, Wish Lists and warm chatting with the Go Tote. • Have guests at every meeting! Offer a free nail color for coming. • Make sure you have everyone fill out a Wish List! • Order items from the Holiday catalog for your own gift giving needs • Send out letters to husbands on your list. • Offer a variety of classes. Skin care, glamour, nails, pampering, On the Go etc. Begin to talk to everyone about preparing for the holidays. • Remind everyone of your gift giving/wrapping service. • RECRUIT! Build your team in October so they can take advantage of the holiday selling season and the tax advantages for the entire year.
<p>November</p>	
<p>1st-15th</p>	<ul style="list-style-type: none"> • Continue booking, Wish Lists and warm chatting with the Go Tote. Now you can offer Holiday Makeovers. • Have guests at every meeting and at any events in your local area. • Begin follow up with men you've contacted using the Wish Lists you may have. Many may not be ready to buy but you've planted a seed. Ask when you could call back. • Continue following up with business leads. If they are not interested in large gifts ask if they'd be interested in you coming and offering hand massages with the Satin Hands products to offer a break for the employees. • Keep track of community events through local papers or flyers. Churches, schools, local businesses do women's teas etc. What a great opportunity for you to offer your services to have a pamper station or table of treats. Be Creative!

	<ul style="list-style-type: none"> • Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. You could provide a Pamper Goody Bag with a hand cream and \$10 gift certificate to use at their facial and makeover or Domain for men sample and \$10 gift certificate. Charge your cost plus supplies. It's a great way to meet new women. You can choose to put a minimum purchase price on the Gift Cert. • Send out your Open House invites if you are holding it the last weeks of Nov. Good dates to choose would be Nov. 16-18th or Nov. 30th-Dec. 2nd. • RECRUIT! What a great time to begin a business. Your own Holiday shopping at cost!
16 th -30 th	<ul style="list-style-type: none"> • Continue with booking, Wish Lists, and warm chatting with Go Tote! • Have guests at every meeting and at the Career Brunch on the 17th! • Follow up with Open House invites. Call EVERYONE and make sure they don't miss the free gift for RSVPing. Book those that can't come for another time. • Set up your Open House if booked during this week. Keep it Simple! • Recruit! What a great time to begin a business for shopping at cost, extra income for the Holidays, and tax benefits.
December	
1 st -15 th	<ul style="list-style-type: none"> • Finish your Star Consultant Prize Contest on December 15th. • Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!! • Follow up with all Wish Lists. • Continue Booking! (Help them prepare for Holiday parties) Wish Lists, and warm chatting with Go Tote! This is a great time for Gift Shows. • Have gifts with you at all times, in your car, in a basket to carry with you wherever you go. • Have stocking stuffers available. (Hand creams, Energizing Foot...etc.) Slip in a corsage type goody bag and tie with ribbon. • Deliver any 12 Days of Holidays gifts. • Book shopping coffees. • Offer to have a fancy party dress night for make-up training. • Consider last minute Open House. • RECRUIT! Still time to get gifts at cost, take advantage of the tax benefits and prepare

	for an exciting new year of possibilities.
16 th -23 rd	<ul style="list-style-type: none"> • Call all your customers for their own personal needs. They often forget to call to reorder during the hustle and bustle. Remind them of your last minute gift ideas and stocking stuffers. Ask if she sees any gifts under the tree with her name on it. If not, find out who her Santa is and get her Wish List. • Deliver to offices as often as possible and bring your basket in with stocking stuffers and sets. • Always have gifts in your car. This is a good time to put leftover sets in the trunk of your car and visit some local businesses. Ask employees if they'd like to shop. You can offer a discount on gift sets left if you choose.
23 rd -25 th	<ul style="list-style-type: none"> • Spend time with your family • Be prepared for some last minute "panic" calls from your customers.
26-January 1st	<ul style="list-style-type: none"> • Follow up with gift certificates put in gifts given. • Book New Year, New You classes.

Have a Great Holiday Season.

It will be what you choose and commit it to be.

Christmas Strategy Contact List

Businesses to Contact for Gift-Giving Service

Business

Phone

Contact Person

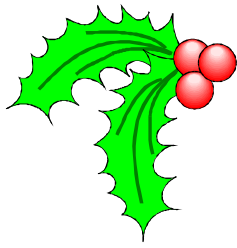
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Husbands/Boyfriends/Other "Santas"

	Customers Name	"Santa's" Name	Phone
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows, and Skin-Care Classes

	Prospect's Name	Phone	Type of Appointment
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____



Holiday Plan of Action

October Plan...

- 1 Set your goal for holiday sales & recruiting.
- 2 Make a list of all businesses & people you do business with, talk to them about your gift-buying services.
- 3 Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them! Show them how shopping NOW will offer them the best choices and prevent some of the hassles of their holiday time.
- 4 Book Holiday Shopping Coffees.
- 5 Have every customer fill out a Holiday Wish List so you can follow up with their "Santa". (This will be done in Nov & Dec)
- 6 Offer a variety of classes: skin care, glamour, nail care, etc. Begin to talk to everyone about preparing for the holidays!
- 7 **RECRUITING!** Build your team in October so they can take advantage of the holiday selling season!

November Plan...

- 1 Follow up with all business contacts & leads.
- 2 Continue to book shopping coffees, skin care, glamour & nail care classes
- 3 Continue having each customer fill out a Holiday Wish List
- 4 Begin talking to the men you have contact with - work, church, friends, etc.
- 5 Begin following up with Holiday Wish Lists. (They may not be ready to buy - but you are at least making your service known!)
- 6 Service all of your customers for their personal & holiday needs.
7. **RECRUIT!** What a great time to begin a business - your own shopping at cost, provide service for those you know & prepare for an exciting new year of opportunity!

December Plan...

- 1 Follow up on all husbands & men! They are beginning to get serious!!!
- 2 Follow up on all Holiday Wish Lists.
- 3 Book shopping coffees
- 4 Book skin care & glamour appointments. (Help them prepare for parties & people by looking their best)
- 5 Talk to men about 12 Days of Christmas gifts! They love it!
- 6 Have gifts with you at all times - in your car - in a basket that you carry - at all appointments & reorders.
- 7 Help people think about stocking stuffers & last minute gifts
- 8 **RECRUIT!!** Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity!



COUNTDOWN TO CHRISTMAS!!



HERE IS YOUR ACTION PLAN FOR DECEMBER!! STAY ON TARGET AND YOU WILL FEEL SO GOOD ABOUT YOUR ACCOMPLISHMENTS! USE THIS ACRONYM TO KEEP YOURSELF ON TRACK! THEN...PLAN TO HAVE A VERY **MERRY CHRISTMAS!**

C CALL YOUR CUSTOMERS! IT IS WISE TO DO A SWEEP THROUGH EVERY CUSTOMER THE FIRST WEEK TO BE SURE THEY HAVE ENOUGH OF EVERYTHING TO GET THROUGH THE HOLIDAYS. CHECK ON THEIR GIFT NEEDS AND BE SURE TO TELL THEM THAT YOU HAVE WRAPPED GIFTS AND STOCKING STUFFERS FOR THEIR LAST MINUTE EMERGENCIES! ASK...DO YOU HAVE EVERYTHING YOU NEED TO LOOK GORGEOUS DURING THE HOLIDAYS?

O ORDER AS EARLY AS POSSIBLE, ANYTHING YOU NEED FOR YOUR OWN GIFTS OR FOR YOUR CUSTOMERS AND THEIR GIFTS! SOMETIMES DURING THIS TIME OF YEAR WE EXPERIENCE BACK ORDERS! DON'T DELAY! REMEMBER THAT THE DISTRIBUTION CENTERS WILL BE CLOSED PART OF CHRISTMAS WEEK. IF YOU STILL NEED THINGS FOR CHRISTMAS AT THIS POINT DO IT EARLY!

U USE YOUR TIME WISELY! REMEMBER, IT IS CHRISTMAS WEEK...NOT CHRISTMAS MONTH! IF YOU TAKE OFF THE ENTIRE MONTH, YOU WILL REGRET IT IN JANUARY! BOOK APPOINTMENTS NOW FOR JANUARY WITH PEOPLE WHO WANT TO WAIT UNTIL "AFTER CHRISTMAS". YOU WILL BEGIN THE NEW YEAR WITH A FULL DATEBOOK!

N NOTICE THE NEEDS OF PEOPLE YOU COME IN CONTACT WITH...DECEMBER CAN BE A GREAT GREAT RECRUITING MONTH! WHEN SOMEONE TELLS YOU THEY WANT TO WAIT "UNTIL AFTER THE FIRST OF THE YEAR" THEN SAY..."GREAT! WE ARE DOING THE PAPER WORK NOW FOR CONSULTANTS WHO WANT TO BEGIN IN JANUARY! THEN YOU'LL BE READY TO GO THE FIRST OF THE YEAR AND YOU WILL GET AN EXTRA TAX DEDUCTION FOR 2002"!

T TREAT THOSE ON YOUR GIFT LIST TO A MARY KAY GIFT! IT IS NOT ONLY WELCOME. IT IS SMART MONEY MANAGEMENT! PRODUCT GIFTS ARE DEDUCTIBLE AND IT INCREASES THE VARIETY OF PRODUCTS YOUR RECIPIENT IS SOLD ON...THIS CAN MEAN ADDITIONAL ORDERS FOR YOU OVER THE NEXT MONTHS!

D DETERMINE YOUR PRIZE GOAL IN THE STAR CONSULTANT CONTEST AND PLAN YOUR

ORDERS FOR YOUR MAXIMUM BENEFIT! IF YOU ARE ON-TARGET FOR STAR STATUS ENDING DEC. 15TH, BE SURE TO CHECK YOUR TOTALS FOR THAT ALSO, OR E-MAIL ME TO SEE WHERE YOU ARE AND HOW MUCH YOU HAVE LEFT. REMEMBER THAT ALL ORDERS STARTING ON DEC. 16TH COUNT FOR THE NEW STAR CONSULTANT QUARTER AND THAT EVERYONE ON-TARGET RIGHT NOW CAN ALSO GET ALL OF THE NEW FOUNDATIONS ON YOUR ORDERS IN FINISHING STARS BEFORE THE 16TH!!!

O ORGANIZE FOR MAXIMUM EFFECTIVENESS! THIS IS THE TIME OF YEAR THAT WE USUALLY HAVE TO WAIT IN LINES...AT THE POST OFFICE, GROCERY STORES, SHOPPING, ETC. ALWAYS HAVE SOMETHING WITH YOU THAT YOU CAN DO AS WELL AS BUSINESS CARDS, BEAUTY BOOKS, EYE DEMOS, LIP DEMOS...THAT YOU CAN USE TO BOOK SOMEONE YOU ARE IN LINE WITH! ALSO, BUNCH ALL OF YOUR ERRANDS SO THEY ARE DONE AT ONE TIME!

W WHEREVER YOU GO, CARRY STOCKING STUFFERS WITH YOU! MAKE THEM QUICK AND EASY! YOU CAN GET CELLO BAGS AT THE DOLLAR TREE, DOLLAR STORE, BIG LOTS... JUST TIE UP SMALL ITEMS INSIDE, ADD A LITTLE SHRED AND A RIBBON AND SELL FOR THE RETAIL COST PLUS ENOUGH FOR THE BAG AND SHRED AND RIBBON! CARRY A BUNCH WITH YOU!

N NOTIFY ME OF WHAT IS GOING ON WITH YOU!

\$10,000 Christmas Sales Plan

1. 10 silent hostesses sell \$150 each	\$1500
2. Contact 10 husbands with wives' wish list at \$100 or 20 husbands with \$50 each	\$1000
3. Seven holiday coffees at \$150 (30 minutes)	\$1200
4. One skin care class per week thru Christmas at \$150	\$2400
5. Holiday open house (1 at \$500 or 2 at \$250)	\$500
6. Contact businesses for 100 employee gifts at \$20 each	\$2000
7. Contact doctors, lawyers, office managers and realtors for 50 gifts at \$30 each	\$1500
	\$10,000



Remember: You can make anything happen with a plan and your action to back it with!

Never stop believing in yourself!

\$12,000 Christmas Sales Blitz

Select 20 of your favorite Hostesses or Customers.... Call them and say:

"Hi! This is _____ with Mary Kay, and I am so excited! I have a super offer for you! How would you like to do your holiday shopping at 50% off? On (date) and (date) I will be holding a Holiday Blitz at my home. All you need to do is bring 10 friends over for refreshments and check out the great gift ideas Mary Kay has this season! The times to shop are 10, 12, 2, 4 and 7:00. Which will be best for you?"

Have 2 hostesses bring 10 people at 10:00

2 hostesses bring 10 people at 12:00

2 hostesses bring 10 people at 2:00

2 hostesses bring 10 people at 4:00

2 hostesses bring 10 people at 7:00

Do this Friday and Saturday, or on two Saturdays. Make sure you do Satin Hands as they arrive! (It has been suggested that you hire a teen or two to help out.) Give each guest a Profile card to fill out and a Sales Ticket. Show the products and special sets, and have them fill in their tickets! It's so simple!

You will meet 200 customers...The average will purchase \$40.00 (Two Satin Hands sets for Mom and Mom-In-Law) $200 \times \$40 = \8000 Plus...at least 10 will buy the Tower of Love (a.k.a. 12 Days of Christmas) for their Mom, Grandmother or Daughter. $10 \times \$150 = \1500 Plus...You have 200 husbands to call with their wife's wish list, and at least 20 will buy the Tower of Love or the 12 Days of Christmas for their wives! $20 \times \$150 = \3000 SO! $\sim\sim \$8,000 + 1,500 + 3,000 = \$12,000!!!$ WOW!!!

Plus! You'll have 200 new contacts, and your books will be full for January!

Time Spent:

1 Day on Phone Booking Hostesses.....	8 hours
1 Day setting up Displays.....	8 hours
2 Days holding the Event.....	20 hours
2 Days preparing Orders.....	16 hours
2 Days Playing Santa Delivering.....	10 hours
	60 Hours Total

\$6250 Profit in 60 hours is over \$100 per Hour!

Focus and Book and have a Great Holiday!

Earn \$2,000 By Christmas!



**Here's an 11-Week
Plan!**

**Begin the first week of
October and end
December 15th**

<u>Week</u>	<u>Sell</u>	<u>Order</u>	<u>Profit</u>	<u>Cumulative</u>
1	\$400	\$200	\$200	
2	\$400	\$200	\$200	\$400
3	\$400	\$200	\$200	\$600
4	\$400	\$200	\$200	\$800
5	\$400	\$200	\$200	\$1,000
6	\$400	\$200	\$200	\$1,200
8	\$400	\$200	\$200	\$1,400
9	\$400	\$200	\$200	\$1,600
10	\$400	\$200	\$200	\$1,800
11	\$400	\$200	\$200	\$2,000

Just take your holiday products with you to work every day. Let everyone shop while you watch! If the average customer selects three items from the holiday *Look catalog* that is an average sale of \$72.90 per customer. Or if you want to make it simpler, you only need 8 customers a week buying \$50 each and you have met your goal!

Don't you and your family deserve a cash only Christmas? This is an easy way to make it happen!