

HOLIDAY OPEN HOUSE HOW TO'S

- 1) Send out postcard invitations on bright colored card stock 3-4 weeks ahead. (See example on back)
- 2) Send e-mail invitations to everyone.
- 3) Start wrapping gifts of ranging price, a bit each day. Rule of thumb: on small ticket items recoup your packaging cost, on large ticket items do not but keep packaging cost to \$5 or under.
- 4) Start phoning and personally inviting. Hand out invitations everywhere you go.
- 5) Setting the Stage:
 - * Get vertical! Lifts create visual interest in any display. Everything from the boxes our PCP's come in with a napkin draped over, an upside down bowl, empty gift boxes, compacts stacked in boxes, will do the trick.
 - * Take product out of boxes to create a fuller look in containers.
 - * Keep your packaging as neutral as possible so that you can "tweak" it for the various holidays throughout the year without rewrapping.
 - * Have "Testers" clearly marked with stickers.
 - * Put prices on stickers on backs or bottoms of gifts.
 - * Have classical music playing. A nice spread of food. Create a soothing, relaxed, elegant atmosphere. You are beyond the most expensive department store for her shopping experience!
 - * Greet each guest with excitement that SHE is there.
 - * Hang coat for her while she signs in the guest book. You can use the same guest book each year with a new page. This gives you a list for follow-up and who did not make it.
 - * Have your "check out" area ready with everything you need to complete the sale:
 - receipts/laptop
 - calculator
 - pens
 - shopping bags, gift bags & tissue
 - PCPs, gifts you are offering, friendship basket (get to pick item for every friend they brought)
- 6) REMEMBER this is the kick-off, not the entirety, of your selling season. The game has just begun. Now it is time to get on the phone and invite everyone who did not make it for a PRIVATE VIEWING. Please do not get discouraged by a small or no turn out. You have scheduled this event at a time that works for YOU. It is a very hectic time of year for everyone. When you call, you can say: "Hi _____, this is _____. Am I catching you at an o.k. time? I just wanted to let you know that YOU were missed at my holiday open house. I know how busy you are and would love to offer you a private viewing of the gift collection at a time that works for you. (wait for answer, schedule, overcome objections and schedule, or direct her to your website as the last option).

I wish you a happy and lucrative Holiday Season!!!

HOLIDAY OPEN HOUSE

*** FREE wrapping and shipping *** BRING a friend, get a GIFT
 *** SALE BASKETS 40%-50% off *** FOOD served all day
 *** GIFTS for everyone on your list

SATURDAY, NOV. 3rd
 10:00 am—6:00 pm
 2 JUNIPER RD., MEDWAY
 508-533-3052

Can't make it? Call to have a private viewing at a time convenient for you or shop on line 24/7 at www.marykay.com/ilanier.
 Free shipping and wrapping included!

Happy Stress-Free Shopping,
 Ily Lanier
 Independent Sales Director



<=FRAGRANCE TABLE



MEN'S TABLE ^
 COLOR BUFFET =>
 utensils: applicators
 plates: compacts

Fill your plate with color, get the compact & applicators free.
 All color 20% off "a la carte"
 Suggested menus: trend look cards



SKIN CARE ^

