

Holiday Packet #3

This packet contains information about

- Holiday sales to businesses
- Holding a successful Open House (including an invitation template for your Open House)
- Holiday coffees
- Recruiting during the holidays





Contact Business Gift Buyers and Boost Your Holiday Sales!!

Calling All Businesses!

Senior Director Nancy Moser of Brookfield, Wis. uses the following dialogue when calling local businesses about holiday gift buying:

"May I please speak with the person in charge of purchasing holiday gifts for employees or clients?"

"Mr. or Mrs. _____ this is _____"

_____. I'm an Independent Beauty and Skin Care Consultant, and I'm calling the businesses in this area to offer my executive shopping service for your special clients and employees. May I have five minutes from your busy schedule to explain my services?"

"Depending on your needs, I have specialized gifts priced from \$2 to \$40 or more, and I will holiday gift wrap them for you Free! I also have a special gift for you with any purchase of \$50 or more. You can order now and pay half of the total cost and pay the balance due upon delivery the week of _____."

Nancy recommends taking the order over the phone whenever possible. However, most people want to see what they'll be getting, so instead of going into great detail by phone, she suggests that you ask for a 15-minute appointment this week to show her or him the wide variety of gift choices they have

Overcoming Objections

Executive Senior Director Sharon Stempson of Fairborn, Ohio, sends a letter to businesses she thinks may be interested in her gift-buying services. She then follows up with a phone call and is always prepared to overcome two of the most common objections:

"We only give bonus." Great! I know your employees truly appreciate that. You know,

_____ I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did?"


"Gifts are too personal." I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress that can help them represent your business


the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10-minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!

Consider These Businesses And More...


- | | | |
|---------------------|----------------------|--------------------|
| Banks | Dentists | Churches |
| Printers | Clinics | Veterinarians |
| Loan Companies | Car Dealers | Gas Stations |
| Contractors | Realtors | Restaurants/Hotels |
| Social/Civic Groups | Insurance Companies | |
| Doctors | Self-Employed People | Hotels |


More Suggestions

 Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary and have fragrance samplers on hand for the potential buyer.

 Emphasize your range of prices. Ask your contact if he or she has several price levels in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the items or say, "I need 20 women's gifts and 10 men's gifts at \$20 each." The actual selection may be left to you.

 Listen for other gift needs your contact may have such as personal gifts for family and friends.

 Be sure to attach your address label to each gift product and if possible, get the names of the recipients for follow-up sales.

 Keep in mind that your goal is repeat business throughout the year and following holiday seasons.



Even if they don't buy this year, the good impression you make will be remembered in the future.

Did You Know?

- 94% of executives polled say no one ever contacted them about their holiday gift-giving needs.
- 88% of executives order their company's holiday gifts themselves and 12% delegate the responsibility.
- Largest group of executives said they spend \$25 to \$50 on employees and \$35 to \$55 on clients.
- There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.
- The IRS allows a deduction of \$25 per gift but most feels this is too low and spends more. Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate Vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
2. Corporate buyers are spending other people's money. Most companies have written gift policies many believe the government tax-deduction limit of \$25 is too low and often spend more. "The Concise Guide to Executive Etiquette" (Doubleday), say upper managers prefer gifts in the \$50 range, senior executives spend \$100 or more.
3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch
4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features
5. Corporate sales involve a multistep process. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond, "This is about the gifts she is needing." Or, "This is about a gift for you".
6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorize payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

Corporate sales require a different approach and commitment than consumer sales. But if you show corporate clients how your gift service can help them reach their goals, you'll watch your business soar.

It's nice work, so get on the phone, stop by that office, follow up with that fax and CLOSE THE DEAL!

Also remember that these gift buyers are busy just like everyone else! They appreciate, short, to-the-point letters without a lot of "fluff" and cartoon pictures. You are a professional beauty consultant, and your letter to them should reflect that.

The following letter is a great example! Make some preliminary phone calls to find out the name of the person who is in charge of buying these gifts so that you can make the letter more personal than putting "To Whom It May Concern."

Your Address
Your City, State, Zip
Date

Dear

As a busy executive, you know that time is a precious commodity in achieving success in your business. With the holiday season fast approaching, now is the time to start planning your gift giving for valued employees and clients. As an Independent Beauty Consultant for Mary Kay Cosmetics, I offer executive gift-giving services to meet your holiday gift-giving needs.

This service provides you with the following features:

- Customized gifts ranging in price from \$10-\$250
- Gift certificates
- 100% product satisfaction guarantee
- Special savings on all orders of \$100 or more
- Payments by Cash, Check, Visa, MasterCard, or Discover
- Complimentary gift-wrapping and delivery of gifts to your home or office.

This service eliminates the hassle of holiday shopping at crowded malls while still providing a personal gift to every employee and client on your list. The delivery date will be determined according to your scheduling needs. As mentioned in the list above, all products are guaranteed and may be exchanged, if needed, by the gift recipient.

I know your time is valuable, and it will only take about 15 minutes for me to show you our gift selection and answer any questions about the service. Next week, I will call you to set up a time when we would be able to meet, at your convenience, to review your holiday gift giving needs.

Looking forward to speaking with you soon.

Sincerely,

Your name
Independent Beauty Consultant

Following Up after Mailing These Letters

When you call, here is a script to use.

"Good Morning...May I speak with _____. Hello Mr. or Mrs. _____ this is _____. I am an Independent Beauty Consultant with Mary Kay and I am calling to make sure you received my letter? Great!"

(If he/she did not get the letter or do not remember it than say, "Well that is OK, let me quickly tell you about it".)

"This Holiday Season I am offering businesses in your area my executive gift-giving service for your special clients and employees. Depending on your needs, I have specialized gifts priced from \$10 to \$50 or more, and I will gift-wrap and deliver them for you at no extra charge! I also have a special gift for you with any purchase of \$50 or more. It will take about 10 minutes for me to show you a variety of fabulous gift ideas and I can do that for you at the beginning or the end of this week. Which would be better for you?"

Give 2 positive options until date and time is booked!!

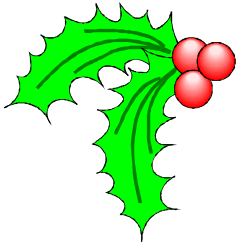
WORKING THROUGH OBJECTIONS:

OBJECTION: "We only give bonuses."

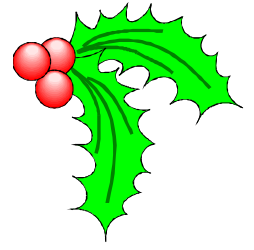
REPLY: "Great! I know your employees truly appreciate that. You know, _____, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she or he uses it. You can get so much more goodwill out of your bonus and gift together! Is there any reason why we couldn't get together this week and spend just 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did!"

OBJECTION: "Gifts are too personal."

REPLY: "I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on having a professional image, which will help them, represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10 minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!"



HOLDING A SUCCESSFUL



HOLIDAY

OPEN HOUSE

Toni always holds her open houses the first weekend of December, Thursday through Saturday. She believes that keeping the same date year after year has helped her by building her customers' expectation of the event. "Last year some of my invitations got lost in the mail," Toni said, "but my regular customers came to my house anyway saying, 'We knew you wouldn't let us down!' It was a great feeling!"

Open house hours are from 10am to 9pm each day. "That way even working women can make it on Thursday." Toni also lets all her customers know that she takes checks, cash, MasterCard, Visa, or Discover.

Most of Toni's customers on Thursday are people who don't work or who work flexible hours, so Thursday is her "special an hour" day. "Each hour of the open house a different product is featured. For instance, Loose Powder may be on special for half price from 10 to 11am. From 11am to noon, I may offer a free mascara with any purchase over a particular amount." Toni says some of her customers will come in the morning to shop, go eat lunch, and then return in the afternoon so they don't miss any of the specials!



To make sure they know what products she's featuring, the invitations contain her list of products and items offered. Toni also points out that customers must attend the open house to receive the specials – phone orders aren't eligible.

Toni sets up her home like a department store for the open house, grouping products in different rooms of her home. For example:
Kitchen – Toni sets up refreshments, usually festive cookies and cider, in her kitchen. Customers enter her home through the kitchen and fill their plates before moving on, and she always has her registration table in the kitchen so guests can sign up for door prizes. Toni sounds a buzzer once an hour and draws a guest's name. The guest then chooses a prize from a gift basket full of samplers and other small items such as a lipstick case.

Dining Room – As customers enter the dining room, they pick up a paper shopping bag that has been provided. Basic skin care products are arranged on one end of the dining table. Skin supplements are set up on a smaller table in the room. "I often have the more expensive skin care supplements – Day/Night Solution, etc. – available for a special price when a customer buys a minimum amount of product. It's a great way for them to get started on the product and they always want more – at the full price!"

Living Room – Toni sets up her glamour displays with seasonal flourishes, such as pinecones, holly, etc. She always has a special display for the holiday limited-edition glamour collection, and all the holiday limited edition fragrance items also are displayed here.

Downstairs – Every year Toni comes up with a different fun idea for her open house. One year a local designer demonstrated how to decorate with greenery for the holidays. Another year a clothing storeowner presented fashion accessory idea. Last year Toni arranged for a local photographer to take photos of guests who arrived in holiday apparel. "Each interested person came early for a glamour makeover, then had a portrait taken. I sold more than \$1000 in glamour on Saturday."

To save on preparation time, Toni doesn't make up gift baskets before the open house. Instead she has a "make your own basket" area set up so customers can choose an empty basket and the products they want included. A Consultant is standing by to decorate the basket, or the customer can take the basket home and decorate it herself. "I don't make money from baskets. The payoff is that when a customer sees how beautiful a gift basket of products can be they always come back for more for other occasions!"

Toni recommends having at least four consultants to help, two experienced Consultants and two new Consultants. "The experienced Consultants understand how to work with customers and the new Consultants can learn!" Toni spends her time visiting with customers, explaining products and, most important, booking. "I keep my datebook nearby so when a customer comes to me wanting a makeover or facial can easily set an appointment. I also have a lot of regular customers who bring friends, so I fill out a skin care profile on them, book a class or facial and give a sampler to the customer for bringing a friend."

Toni believes that open houses are perfect for giving a new Consultant's business an early boost and advises her unit members to try having a "hostess an hour" to guarantee a full house. Toni suggests asking five hostesses to bring three people during set times of the day and gives the hostess her choice of hostess credit or her buying what she wants at a special price. "I had one hostess bring 11 people, and I had more than \$2000 in sales in that one hour! The hostess chose credit."

Recruiting isn't forgotten during Toni's open house. "When they see the beautiful products and the excitement my Consultants and I

have for our careers, it's easy to talk to people about this business and invite them to my unit meeting."

After her open houses are completed, Toni sits down to call customers who weren't able to attend. "I've found I can sell an additional \$1000 to \$2000 over the phone simply by following up. It's almost like a fourth open house!"

Toni says her attendance grows every year, mostly through her customers spreading the word. "Having my open houses on the same date just gives me such an advantage. I even have customers volunteering now to help. What better way to find great recruits!"

More Hints for Holding a Successful Holiday Open House

Goals and Holiday Open Houses from NSD Kathy Goff-Brummett

It is that time of the year: we are looking for unique ways to market our product and the career opportunity. Some of you have already held your Open Houses, but I want to throw these thoughts out to you for future sales events such as these.

When you plan your Open House, I feel it is critical to define your goal(s) ahead of time. Why are you holding a Holiday Open House?

1. To have retail sales
2. To touch base with your customers
3. To meet new prospective customers
4. To show team members and potential team members a way to market MK
5. To layer in the recruiting process
6. To get your name into your community
7. To get your house ready for the holidays
8. To entertain your friends

9. To enjoy the crafty parts including baking and basket making
10. To take good Skin Care customers into other lines of our products
11. To market to husbands of your customers, etc.

None of these goals is any better than the next. You choose what is in your heart!

Once you have defined your goal, you can spend time preparing accordingly.

Let me use myself as an example: I hold Open Houses, each year, to get my name in to the community (over and over) so folks will think of me and Mary Kay in one thought, and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so.

If I was not focusing on these goals, I might not distribute so many invites or offer those targeted incentives. When the Open House is over, I can assess whether I met my prime goal or not. If sales are low, but that was not my goal, I won't feel frustrated!

Here are more Open House dos and don'ts...

- DON'T spend a lot of time on decorating your house or on food. Spend your time calling to remind them of the date and time.
- DO follow-up with everyone you invite. A great way to make sure that people come is to schedule them at a specific time so that they have "personal service." I've found that having your open house for limited hours on Thursday, Friday, and Saturday works great!
- DO offer free gift-wrapping. It really doesn't cost much, and the "mileage" you get from it goes a LONG way! A place that I love to get supplies from is called Nashville Wraps, and you can order a catalog from them at www.nashvillewraps.com
- DO have them pay at least 1/2 plus the tax so that you will have the money for the order, if you don't have product on hand already. Some may want to pay the whole thing. If she orders A LOT, you might want to offer to break it up into 3 or 4 payments.
- DON'T spend a lot on gift baskets if you put anything in a basket. You can find GREAT baskets at yard sales or Goodwill (don't pay more than \$.75 each because you can get them CHEAP at yard sales), and then go to Wal-Mart and get the cheap gold, silver, and/or white paint to paint them. (I put my husband in charge of this task!) You'll be surprised at how new a basket can look with a fresh coat of paint.

Holiday Selling Ideas-Thanks Gloria Boyne!

The Christmas season is sooo very close and it offers you unique opportunities to service your customers and earn extra profits. Besides learning about skin care and glamour at your regular classes, your customers can also enjoy the convenience and fun of gift shows or open houses to select Christmas gifts for themselves, their families and friends.

This is one great idea I have heard for getting the word out about the new Holiday line!! If you are new or if you have never had an Open house, this is the way to go!

Here is what you do:

- Order one of each holiday item and fragrance
- Call all your customers and say: "I am having a holiday sneak preview on _____ (date) from _____ (time) (1 hour is enough and I need your help! If you will just come and give me your opinion of our new Holiday products you can choose any one - holiday set/product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help.
- Offer each customer a small gift (perhaps several samples wrapped in tissue and curly ribbon or an eye shadow) for bringing a guest with her - over 18.
- When your clients arrive give them a Christmas wish list. This is a piece of paper where they can tell you what they would like to have themselves for Christmas.... you then call the husband (or whoever would be buying the gift) and play Santa for him. Your Director will have one. I will send one later on.
- Have Satin Hands out for them to try and the Satin Lips and the Day/Night Solution. Do the Satin Mask on lips first, then satin hands and when they go to wash, they can wash it all off at once. Then apply hand cream and satin lip balm. Apply the day solution to one elbow and the night solution to the other. (The hands are already treated from the satin hands.)
- Have all holiday items displayed with tags next to them with their name and price. Have a tester available of each fragrance. (Put a sticker on them that says "Tester")
- Have regular line items out too.
- Take Holiday orders. Have sales tickets here and there so you are ready. Or wear a Holiday Apron and have them in the pocket!
- Place an order with the Company for what you need to fill the orders!

Have fun, do it with enthusiasm and a child-like optimism and love others- you'll have a wonderful Christmas sales season.

An Invitation for you to join my friends and me
for a special Holiday Shopping
day!!! I have gifts from \$10, \$20 and
up. Gift wrapping is my
specialty!
Let me make your Holiday
Shopping simple!!!

Date: _____
Time: _____
Address: _____ Phone: _____

*Early Bird Specials... Prizes... Drawings...
Bring guests!!*



Holiday Open House

An Invitation for you to join my friends and me
for a special Holiday Shopping
day!!! I have gifts from \$10, \$20 and
up. Gift-wrapping is my
specialty!
Let me make your Holiday
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Date: _____
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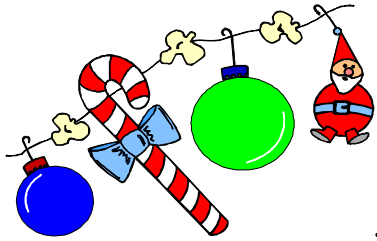
Holiday Open House

Your Name
Your Address
City, State Zip

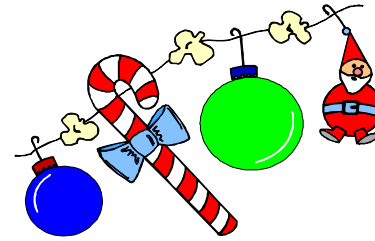
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Holiday Open House



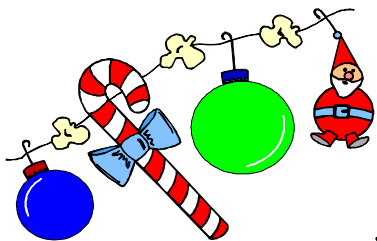
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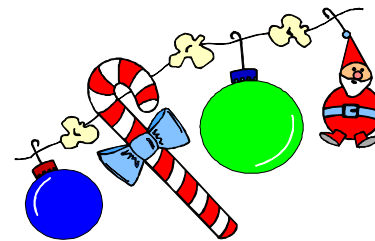
Place
Stamp
Here

Your Name
Your Address
City, State Zip

Place
Stamp
Here



Holiday Open House



Holiday Open House

You're Invited to a Holiday Open House

Written by Consultant Tamara Kluge of Scotch Plains, NJ

There are only six weeks until Christmas, and you don't know what to do.
Don't fret or worry because I am here to help you!

Don't worry about the holiday rush and the crowds in the store.
Come relax and shop with me 'cause I can provide more!

Avoid the hustle and bustle and the pain in your feet.
When you shop at my Mary Kay Open House, you can shop from your seat.

So make your reservation and bring along a friend.
You'll get a gift, which will pay off, in the end.

I have gifts for the body, nails, and hair, and even gifts for men!
Fragrances and color cosmetics — the choices never end.

My gifts start at \$6; there's so much to choose.
And I'll wrap, bag or basket it, so you cannot lose.

So bring along your shopping list and your cash, check, Discover, Visa or MasterCard.
Come snack on some holiday cookies; who said holiday shopping was hard?

Give Me a Jingle

Written by Director Heather Pratt

It's two weeks before Christmas and all through my books,
There are lists of people wanting new looks.

I reviewed them and checked them not once but twice,
And said, "Why don't I offer my clients something nice?"

When out in my inventory arose such a clatter,
I opened the door and said, "What's the matter?"

The body wash, the Parfum, the Satin Hands, too,
All were heard saying, "We'll fit into a stocking just for you."

I have what you need for special people in your life –
Kids, parents, friends, husband or wife.

So check your list now for what you will need,
'Cause I'll gift-wrap and deliver so your time will be free.

With your list in your hand and phone on your ear,
Just dial my number and my voice you will hear.

So hurry, don't wait, drop a note, and give a jingle,
And let me be your very own Kris Kringle!

Snowman Soup

Here's a fun gift idea for your Open Houses and Trunk Shows as well as personal gift you can give to people on your Holiday gift list!! You can use the Energizing Foot & Leg Treatment or any item that pampers.... hand cream, lotions, gels; use your imagination (and whatever you have in stock!)

The "Soup"

1 package hot chocolate mix

3 Hershey Kisses

10 or so mini marshmallows

1 candy cane

(Put items in a colored plastic wrap, tied up in a pretty bow).

The "Package"

Get a pretty Holiday or winter mug and tuck some shred in the bottom. Add the "Soup Mix" and tuck in a tube of Energizing Foot & Leg Treatment. Punch a hole in a corner of the "recipe" card and tie to the handle of the mug. You can put it in cellophane and tie up with a pretty bow, if you want.

The "Recipe" - print on cardstock

Was told you've been really good this year -

Always glad to hear it!

With freezing weather drawing near,
you'll need to warm the spirit!

So here's a little Snowman Soup

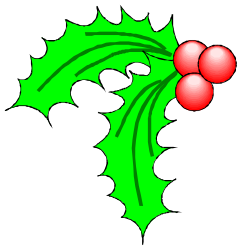
Complete with stirring stick.

Add hot water and sip it slow.

It's sure to do the trick!

Then smooth your hands with Mary Kay,

And be sure to have an awesome day!



Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially the holiday fragrance collection. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman of Pigeon, Mich., is an all-time favorite:

What You'll Need:

- Full-size body care collection
- Full-size Satin Hands collection
- Full-size Private Spa collection set
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book

What to Do:

* Make a list of prospective hostesses. Call each and say something like, "Christmas is only _____ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a _____ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

* Place a complete holiday collection for each fragrance description on one side of an index card and on the reverse side write the price for each item

in the collection. You can find descriptive statements for each fragrance in the Products volume of the New Consultants Guide. Place each index card behind the collection in the vinyl bag. (Sherril also suggests copying the fragrance cross-reference chart from the new Consultants Guide and laminating it for easy reference in recommending our fragrances similar to other fragrances in the general market.)

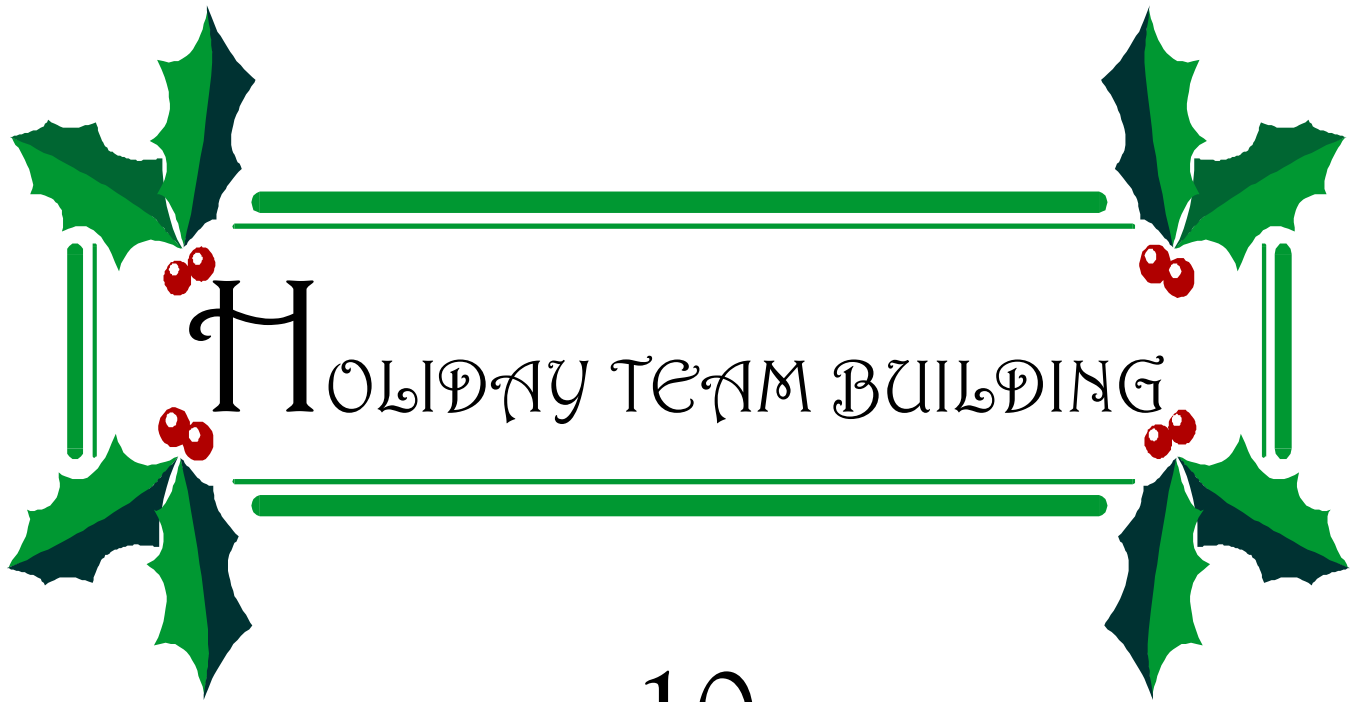
* Follow the same procedure for the Eye and Cheek Colors, Satin Hands, body care and Private Spa collections as well. You can find additional information in the Consultants Guide to include on your index cards.



Holiday Shopping Coffee

1. **Select your 10 Best customers/ Friends--***"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price?"*
2. **Set a Date and Time.** *"Which would be better for you _____ or _____?"*
3. **How to Display Products....** First, arrive with each of the Holiday Fragrance collections in separate vinyl bags... then, put them in a festive tote/shopping bag or decorated box/basket. Have one display table and light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man' roll-up, Coffee & Cream...
4. **When guests arrive-**
 - **Do Satin Hands** on every guest.
 - Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out) & a Holiday Look Book.
 - Take each **fragrance collection** out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed, wrapped in netting so you are not spraying everyone with cologne. Have a **Gift With Purchase** offer for that night.
 - **Very Important** to say during total presentation, *'When you see something you like-just put it on your ticket.'*
 - **Watch your time.** At the closing say, *"I promised (hostess) I would only be an hour, so it's time to have a Drawing for a Special Gift."*
 - **Do not** have them total their sales--just take up all the orders-do the Drawing (doesn't have to be a big item-just wrapped beautifully).
 - Then say, *"While ___ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-which ever would be best for you."*
 - *You now have sales (average. \$18-\$30) +you have skin care profiles to follow-up on. You can talk about Glamour or Nail Classes & you should have many new business associates. Offer a Bonus for Booking a SCC or Holiday Coffee before Dec. 15.*

Have some sample gift baskets on display (including nail care, glamour, body care etc. as well as Fragrance) & stress that they can be any price--each is customized!



Top 10 Reasons to Start Your Consultant Career Now!

- 1 You could receive up to a 50% discount on holiday gifts to family and friends.
- 2 You'll be able to help friends and family spend money they received as gifts.
- 3 When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills.
- 4 You can practice your Consultant skills on friends and family members visiting you.
- 5 You can help friends and family with a new look for that special holiday party.
- 6 Let friends and family know you can help them with last-minute stocking stuffers and holiday gifts already wrapped!
- 7 You'll be ready for the new year when women are looking for new looks, new opportunities and time-saving services.
- 8 You'll probably be seeing people you don't see very often. What a wonderful opportunity to tell them about your new Career and book post-holiday classes!
- 9 When you make holiday telephone calls to friends and family members far away, you can tell them about your new career and offer them the opportunity!
- 10 You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.

Why You Should Start Your Mary Kay Business

in October, November, or December

1. You get to take the Tax Benefits at the end of the year without doing much to earn them. (It's like having a baby in December).
2. You will be able to take advantage of a 50% Discount on ALL of your holiday presents for your friends & family, (with a \$400 Retail Order).
3. A Camera (for Before & After Photo's), Answering Machine &/or Computer are just a few of the Tax Deductible 'present's' you might buy yourself in December!
4. Are your relatives visiting you over the Holidays? Practice on them & get part of your 'Perfect Start' done.
5. Are your friends & acquaintances going to Holiday Parties? Help them with a new Holiday Look!
6. Are you going to travel to see friends & family over the Holidays? Take your Beauty Case with you & practice on them & Write Off a portion of your trip!
7. Make immediate sales by letting your friends & family know that your Mary Kay Business is open for Holiday Gift Sales, last minute stocking stuffer's, gift baskets with free gift wrapping.
8. Get some training underway so you are ready to take advantage of the New Year, (when women are ready for a new look for the New Year!). They also may have gift money to spend! Everyone is looking for a 'Post Holiday' fun thing to do. January is one of our best sales months. If you wait until then to start, you will only delay your success.
9. Over the Holidays, you will see lots of people that you wouldn't see very often otherwise. What a wonderful time to be able to tell them about your new Mary Kay Career & arrange a booking.
10. Since Mary Kay has no territories, when you are making all of your Holiday Telephone calls to friends, keep good records. Because you can tell them all about your new Mary Kay career & write off the calls.

MOST IMPORTANTLY, BE READY TO START YOUR NEW YEAR WITH A BANG, BECAUSE YOU HAVE ALREADY BEEN TRAINED & YOU HAVE A WONDERFUL NEW OPPORTUNITY TO LOOK FORWARD TO!!!