HOLIDAY ITEMS

HOL001



How to hold a great

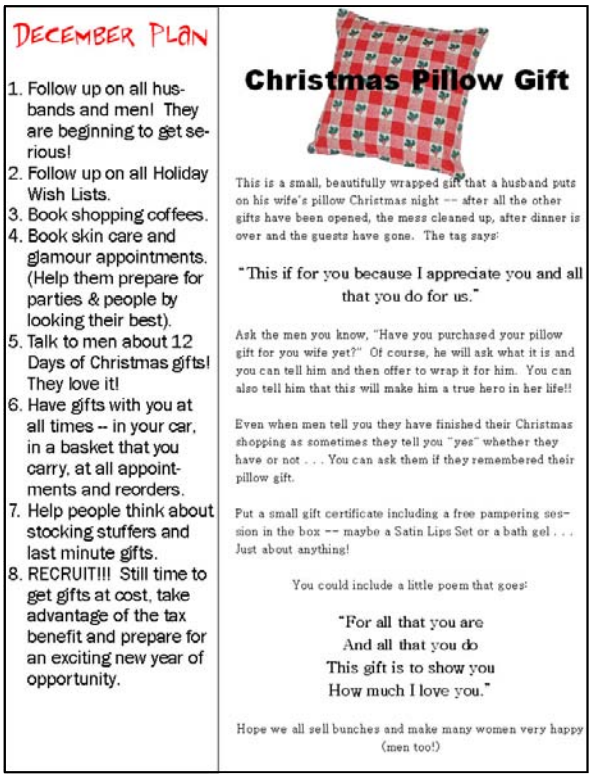
Christmas OPEN HOUSE

Whether you're hosting your first Christmas open house or are looking for ways to improve on what you did last year, there are always great new things to learn and implement that will help you to sell more!

1. **Theme**: Give your open house a great **theme** like *Scents of the Season* or *Christmas Charisma*!
2. **When**: Right when **people begin shopping** for Christmas (October or November).
3. **Hours**: Choose **2 days** during the week in the evening for a few hours and then longer on Saturday.
4. **Invitations**: Order or make really cute, customized invitations and then paper clip them to all your brochures. Mail to **EVERYONE** you know **AT LEAST** 2 weeks before your open house week.
5. **Incentives**: On the invitation write "**Extra gift** for calling in your reservation to attend by (day). Bring a friend and you and your guest will receive a $5 product credit" (or whatever type of incentive you want to give).
6. **Organization**: Make a **To Do** list -- write it all down and check it off as you accomplish it.
7. **Pre-Event Follow-up**: **Call** each guest 5 days after mailing the invitations, devoting an entire weekend to follow-up. Even though it may be stressful, call as many people as you can to book their open house appointments.
8. **Display**: Include a display of **everything** (men's, women's, Velocity, fragrance, stocking stuffers, etc.)
9. **Selling Tips**: Let guests **browse** and **then help** when they are ready. Create a **Gift Suggestions sheet** for mothers, daughters, fathers, friends, children, college kids, etc.

If you need help with your open house, I'll be thrilled to give you more suggestions, just ask!

HOL002



DECEMBER PLAN

1. Follow up on all husbands and men! They are beginning to get serious!
2. Follow up on all Holiday Wish Lists.
3. Book shopping coffees.
4. Book skin care and 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 and reorders.
7. Help people think about stocking stuffers and last minute gifts.
8. RECRUIT!!! Still time to get gifts at cost, take advantage of the tax benefit and prepare for an exciting new year of opportunity.

Christmas Pillow Gift

This is a small, beautifully wrapped gift that a husband puts on his wife's pillow Christmas night -- after all the other gifts have been opened, the mess cleaned up, after dinner is over and the guests have gone. The tag says:

"This if for you because I appreciate you and all that you do for us."

Ask the men you know, "Have you purchased your pillow gift for you wife yet?" Of course, he will ask what it is and you can tell him and then offer to wrap it for him. You can also tell him that this will make him a true hero in her life!!

Even when men tell you they have finished their Christmas shopping as sometimes they tell you "yes" whether they have or not . . . You can ask them if they remembered their pillow gift.

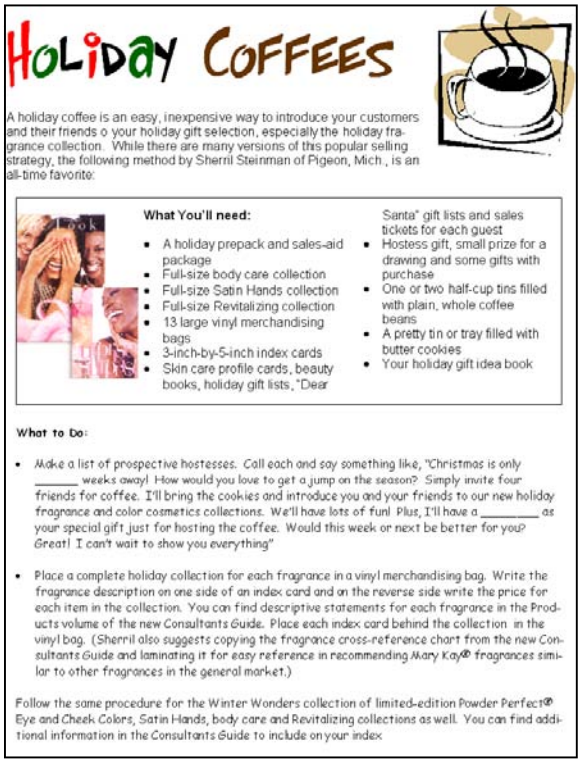
Put a small gift certificate including a free pampering session in the box -- maybe a Satin Lips Set or a bath gel . . . Just about anything!

You could include a little poem that goes:

"For all that you are
And all that you do
This gift is to show you
How much I love you."

Hope we all sell bunches and make many women very happy (men too!)

HOL003



HOLIDAY COFFEES

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

What You'll need:

- A holiday prepack and sales-aid package
- Full-size body care collection
- Full-size Satin Hands collection
- Full-size Revitalizing collection
- 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, 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 gift idea 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 in a vinyl merchandising bag. Write the 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 Mary Kay® fragrances similar to other fragrances in the general market.)

Follow the same procedure for the Winter Wonders collection of limited-edition Powder Perfect® Eye and Cheek Colors, Satin Hands, body care and Revitalizing collections as well. You can find additional information in the Consultants Guide to include on your index.

HOL004



A Sneak Peek at Mona Butters' Collection Preview and Script

What could be more exciting than attending an exclusive Mary Kay Collection Preview? How about planning your own? If you've never conducted a seasonal Collection Preview, why not let Independent National Sales Director Mona Butters help you get ready?

Step One: Book Your Show

Before you can hold a show, you'll need to ask a hostess to assist you by providing her home to you and to also invite several of her friends to the event. Following is a booking script shared by Independent National Sales Director Sue Kirkpatrick that you might want to try:

"Hi, _____, this is _____, a Mary Kay Independent Beauty Consultant. Do you have a quick minute?

I am so excited! We now have a fast, fun, new way of sharing our fabulous Mary Kay® products — it's called a Collection Preview and it only takes about 30 to 45 minutes! The best part is that there is no need to take off your makeup!

All women love to shop, so it just involves inviting friends, family and neighbors. This is one event where the more, the merrier, and it is a great way to socialize and become introduced to our newest Mary Kay® products! I'll even have wonderful products that will leave your guests' hands feeling absolutely pampered!

You are one of the first people I thought to call when I learned about this because, _____, you are so fun and I know you have wonderful, fun friends who would enjoy an evening all to themselves. "I also know you LOVE Mary Kay® products and would like to give you $75 in products for only $25 when you have a $200 show, or a percentage of your show sales in free products — whichever works best for you!

How does that sound? Great! Which time would work better for you? Day or evening? I could even come to your workplace and offer this Collection Preview to your co-workers for a fun, pampering lunch hour. Great! I'll send you a hostess packet tomorrow and will need to get your guest list by _____, so that I can mail each person an invitation. I appreciate you so much, _____, and am looking forward to your show and I can't wait to see how many things you get for yourself FREE!"

*Please note: As an independent businesswoman, feel free to offer your hostess rewards as it works for you. This is only one approach.

For more on the next step, login onto MaryKayIntouch, click on LearnMK!

Collection Preview Tidbits

- First, start with an inexpensive, yet attractive trunk.
- Using your own creativity and flair, combine regular-line and limited-edition products to create a set. Don't forget to give our sets catchy names.
- To package your sets, why not try the new merchandising bags?
- For a final touch, you'll want to consider adding shred, colored tissue and ribbons to your bag.
- Mona says you might want to consider wearing a long, flowing casual skirt or dress instead of a suit, since this is a more casual, yet classy affair.

"It's girls' night out, just all grown up!"

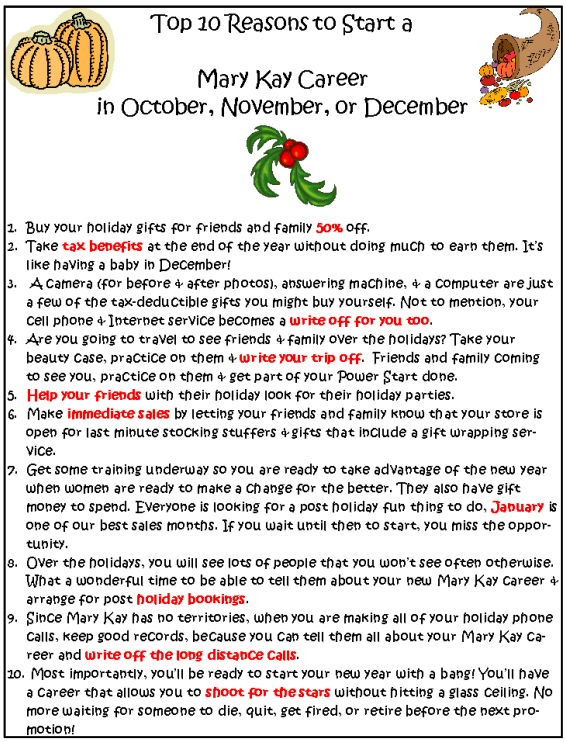
Don't forget to create a flair for your sets!

HOLIDAY ITEMS

HOL005



HOL006



HOL007

Capturing the Corporate Market

by Pam Higgs

September is the Time to get started with Holiday Business

Consumer Trend Survey:

- 94% execs polled say no one ever contacted them about their holiday gift-giving needs.
- 88% of execs order their company's holiday gifts themselves & 12 delegate the responsibility.
- Largest group of execs said they'll spend $25 - $50 on employees and $35-$55 on clients.
- There is a 2.5 billion market to tap with Corporate gifts.
- The IRS allows a deduction of $25 per gift but most feel this is low.
- Spending is consistent, they don't' believe in skimping on Holidays.
- Corporate gift business is not satisfied with food. They want warmer more personal/fun gifts. They want fresh, hip ideas that show that they "Care". They want to personalize and acknowledge hard work. Acknowledging STRESS allows for more permission to be casual. An Aromatherapy basket is a great creative gift.

Corporate vs. Consumer

1. Corporate buyers want to buy. They are actively looking for gifts and services that help them run their businesses more effectively. They want to save money while increasing productivity. Giving is mandatory.
2. Corporate buyers are using other people's money
3. They are sophisticate and appreciate and pay extra for the personal touch
4. Corporate Buyers will read your information: Stress benefits of your service, not just features.
5. Corporate Sales involve a multi-step process. Make your contact via mail or phone and be ready to follow-up. You must pass the Gatekeeper. the receptionist or assistant. Say, "this is a call regarding a gift for you" or "this is about a gift they want."
6. Corporate buying involves multiple buying influences... .an administrative Assistant, the boss,& even a committee. Don't be afraid of that process. They want to buy... Stay simple and choose price points they are interested in. $15, $25, $30,$50 and above for Special gifts. Show how your assistance with their gifts can save them money, time and hassle. Watch your business Soar! Get on the phone, stop by they business. Follow-up and Close the Deal!

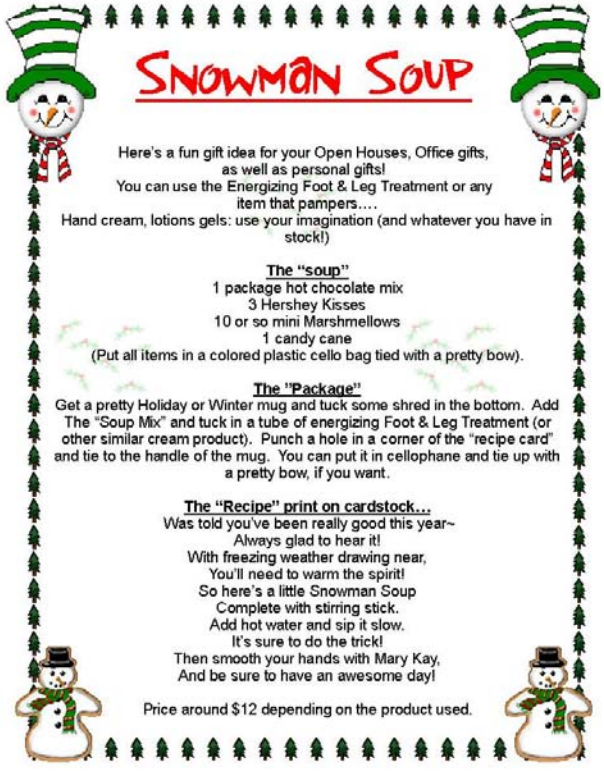
Planning the $8000 Selling Season
What would you do with $4000 extra by December 31?
Below is a Plan... You choose what you want...and we will make it happen!

Choose Plan	Sales/Week	Sales	50% Reorder	50% Profit	Gross Profit
A	$100	$400	$200	$200	$750
B	$200	$800	$400	$400	$1,500
C	$300	$1,200	$600	$600	$2,200
D	$400	$1,600	$800	$800	$3,000
E	$500	$2,000	$2,000	$1,000	4,000

How...For September.....Ideas Galore!

1. Pre-School Fund Raisers~ % goes back to pre-school (Book now...hold in October& Nov.
2. Back to school" Make-overs for Teens & Mom's
3. Fall Updates for all existing customers. Gift when she shares it.
4. "Mom's Morning out"... now that school is in session!
5. Make-Over Models for your New Fall portfolio of "Looks"
6. Facial Fishbowls set in all the places you do business regularly. Give away a gift certificate for the business & Fall Color Session
7. Invite a Model to every Success Night & do a Fall Make-over
8. Back to school" Crayon & Pencil Sale! (Sale on Lipstick and pencil combos!

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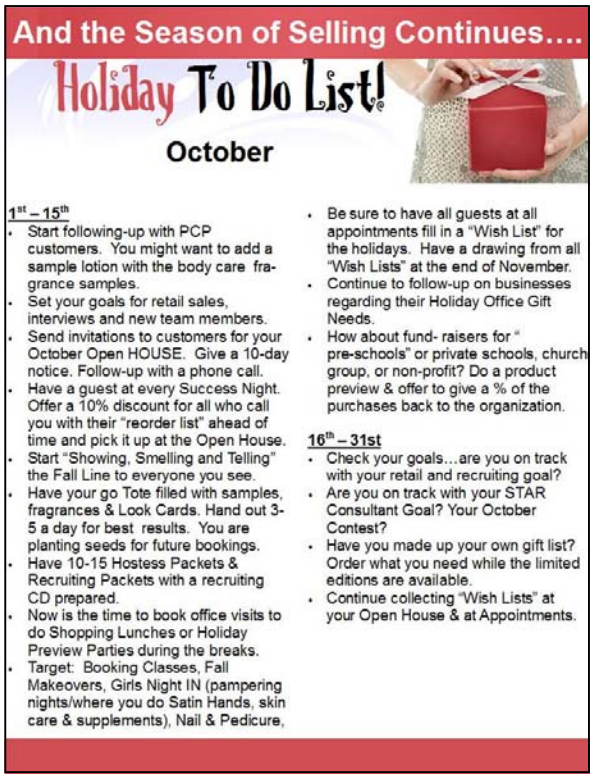


HOLIDAY ITEMS

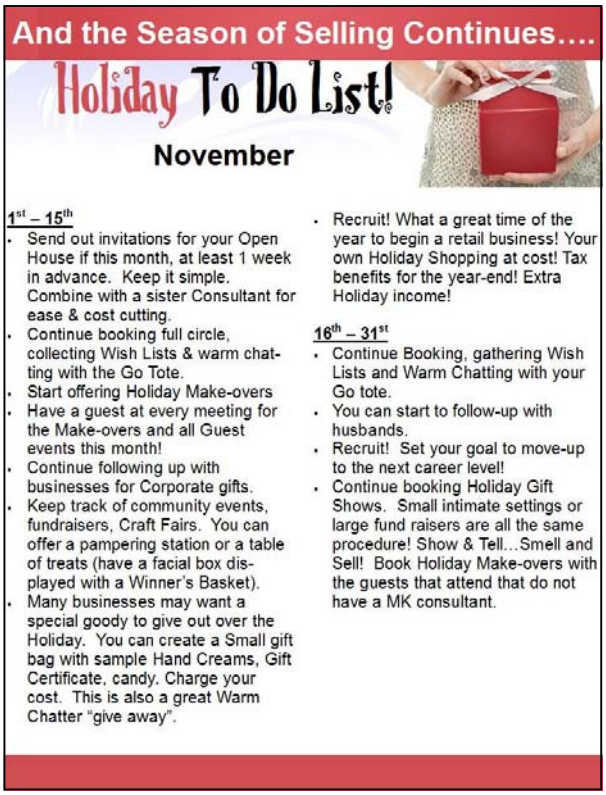
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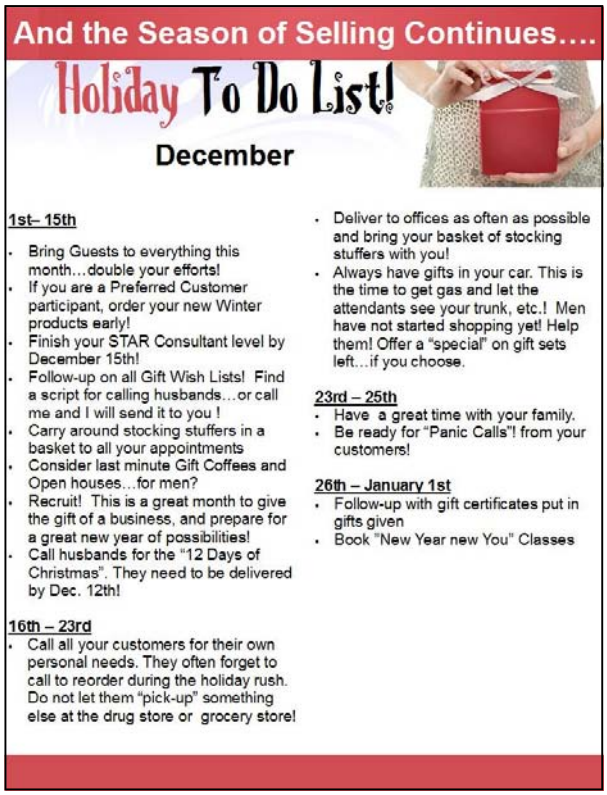
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HOLIDAY ITEMS

HOL013



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HOLIDAY ITEMS

HOL017



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For use in your September Newsletter.

HOL018



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HOL019



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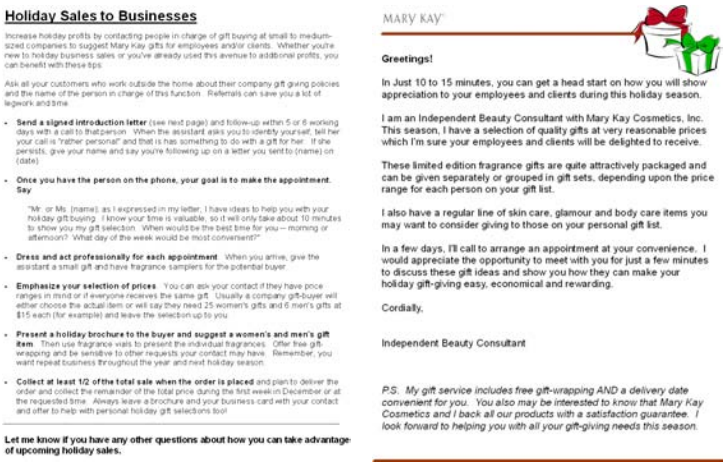
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HOLIDAY ITEMS

HOL021



Holiday Sales to Businesses

Increase holiday profits by contacting people in charge of gift buying at small to medium-sized companies to suggest Mary Kay gifts for employees and/or clients. Whether you're new to holiday business sales or you've already used this avenue to additional profits, you can benefit with these tips.

Ask all your customers who work outside the home about their company gift giving policies and the name of the person in charge of this function. Referrals can save you a lot of legwork and time.

- **Send a signed introduction letter** (see next page) and follow-up within 5 or 6 working days with a call to that person. When the assistant asks you to identify yourself, tell her your call is "rather personal" and that is has something to do with a gift for her. If she persists, give your name and say you're following up on a letter you sent to (name) on (date).
- **Once you have the person on the phone, your goal is to make the appointment. Say**

  "Mr. or Ms. (name): as I expressed in my letter, I have ideas to help you with your holiday gift buying. I know your time is valuable, so it will only take about 10 minutes to show you my gift selection. When would be the best time for you – morning or afternoon? What day of the week would be most convenient?"
- **Dress and act professionally for each appointment**. When you arrive, give the assistant a small gift and have fragrance samplers for the potential buyer.
- **Emphasize your selection of prices**. You can ask your contact if they have price ranges in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the actual item or will say they need 25 women's gifts and 6 men's gifts at $15 each (for example) and leave the selection up to you.
- **Present a holiday brochure to the buyer and suggest a women's and men's gift item**. Then use fragrance vials to present the individual fragrances. Offer free gift-wrapping and be sensitive to other requests your contact may have. Remember, you want repeat business throughout the year and next holiday season.
- **Collect at least 1/2 of the total sale when the order is placed** and plan to deliver the order and collect the remainder of the total price during the first week in December or at the requested time. Always leave a brochure and your business card with your contact and offer to help with personal holiday gift selections too!

Let me know if you have any other questions about how you can take advantage of upcoming holiday sales.

MARY KAY

Greetings!

In Just 10 to 15 minutes, you can get a head start on how you will show appreciation to your employees and clients during this holiday season.

I am an Independent Beauty Consultant with Mary Kay Cosmetics, Inc. This season, I have a selection of quality gifts at very reasonable prices which I'm sure your employees and clients will be delighted to receive.

These limited edition fragrance gifts are quite attractively packaged and can be given separately or grouped in gift sets, depending upon the price range for each person on your gift list.

I also have a regular line of skin care, glamour and body care items you may want to consider giving to those on your personal gift list.

In a few days, I'll call to arrange an appointment at your convenience. I would appreciate the opportunity to meet with you for just a few minutes to discuss these gift ideas and show you how they can make your holiday gift-giving easy, economical and rewarding.

Cordially,

Independent Beauty Consultant

P.S. My gift service includes free gift-wrapping AND a delivery date convenient for you. You also may be interested to know that Mary Kay Cosmetics and I back all our products with a satisfaction guarantee. I look forward to helping you with all your gift-giving needs this season.

Directors, these are 2 FULL PAGE items. Page 1 is instruction for how to use the letter and page 2 is the letter for consultants to send to corporate buyers of Holiday Gift items. You can include in your newsletter or request as stand alone (for free). No-Brainer directors, these can go on your pages 8 and 9.

HOL022



Keys to a Successful Holiday

Begin Now!

Open House

1. Place your order as soon as the holiday products are available.. **DON'T WAIT!**
2. Pick the right time for your open house. **Early November** is great (you want to catch people before they do too much holiday shopping)
3. Send out **invitations** a couple of weeks prior to the event.
4. Consider working as a team with another consultant. (It might be a good learning experience for a new team member).
5. Be creative with **product groupings**. Think about grouping each fragrance as a collection with its complementing bath and body products.
6. Have a **Velocity Girl** area, a **Color 101** table, as well as other "theme" areas.
7. Have a **stocking-stuffer** area.
8. Offer a **gift** for any customer who brings a guest.
9. Offer a **gift** for any order placed on your website **BEFORE** your Open House. (This would be great for any customer who cannot make it to the Open House).
10. Spread the word. Give customers **AND** potential customers your business card and tell them how to get to the event

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HOL023



Holiday Shopping Online

Your holiday open house and gift opportunities should be anticipated by your customers. To help prepare your customers to think "Mary Kay" first as a gift-giving option, make sure to utilize your website! It is convenient and available 24 hours a day. Your customers can take as much time as they need going through your website finding the right gift.

Also remember, when your customers visit your site, they will not only experience the convenience of online shopping, but also will have access to all of the great information about the company and the business opportunity! Once your customers have experienced the ease, convenience and service online shopping offers, they are sure to make it a year-round tradition.

Here's what you can do to make your website more profitable for you:

1. Remind all customers that you offer the services of **online shopping**. Make sure all fliers and business cards have your website address.
2. **Update your answering message** to include your website address
3. Send out emails to customers the second week of December to offer assistance with **last-minute gifts** and **stocking stuffers**. The convenience of online shopping will be very valuable as the countdown to the holidays gets closer.

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HOL024



Making the holiday sales to businesses

Many employers like to give festive gifts to employees during the holidays. Begin early to establish a relationship with the businesses in your community to provide beautiful gift sets for their employees. You can:

- Ask all your customers who work outside the home about their company's gift-giving policies and the name of the gift buyer.
- Call each business to set up a brief meeting with the gift buyer.
- Dress professionally for each appointment
- Emphasize your flexibility and selection of prices
- Present the holiday issue of ***The Look*** to give the buyer an overview of all the products you have to offer.
- Offer free delivery and gift-wrapping services.
- Mention that you'd be happy to help with holiday party gifts
- Carry a basket with products everywhere you go in the car to be ready to show and tell
- Suggest Visa, Discover or MasterCard for orders
- Update your phone message with a holiday greeting.
- Keep in touch with all businesses that you have made contact with so that next year they will remember you!

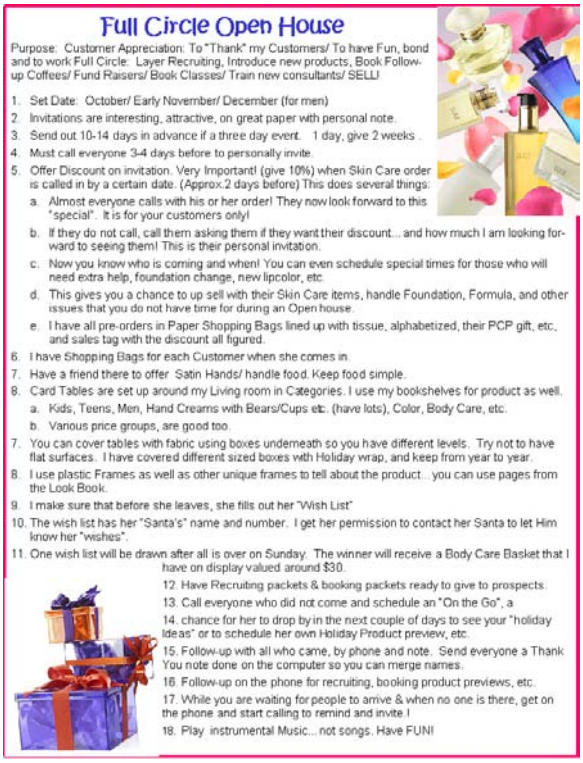
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HOLIDAY ITEMS

HOL025



HOL026



HOL027



10 ways to Holiday Success

From holiday open houses to On the Go selling, there are lots of ways to share the Mary Kay limited edition gift items and regular-line products. You choose the way that fits your selling style or your customer's personality and lifestyle!

1. The **Travel Roll-up Bag** can be a great merchandising tool. Consider offering the bag as a free gift when customers purchase the entire collection!
2. **Display color products** near your class table. Customers may find the products so enticing you could book future appointments and collection previews.
3. Many customers have daughters, nieces or friends' daughters to buy for during the holidays. Consider making up gift baskets of the **Velocity** line.
4. When you prepare a gift basket, include your business card and a sampler of the product they **DIDN'T buy**. The sample could lead to future sales
5. Follow up with customers who receive the Fall/Holiday issue of the Look. **Remind them** products go fast so they need to place their gift orders early!
6. Offer to help customers create one of the **new Color 101** looks featured in the Fall/Holiday issue of the Look
7. Have a **stocking-stuffer area** to display great last minute items
8. Think about a **2-day open house**. Some customers may not be able to attend if you just have it 1 day!
9. Make sure to have a **Personal Web Site**. Customers can purchase online and never leave their home!
10. **Have lots of fun!** If you are enjoying yourself, your customers will too!

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HOL028

