



# Holiday Coffee



A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection. Set your goal and make this a profitable selling season!



## What You'll Need:

- A large laundry or wicker basket
- Holiday table cloth – red, green or black
- A holiday candle and matches
- A holiday selection of of MK products
- Your display packages
- Full-Size Satin Hands Set
- Testers of Each Fragrance
- Small tin of whole, plain coffee beans
- Hostess Gift
- Holiday Music CD

## Bring in separate tote:

- Sales Tickets
- Calculator
- Ink Pens
- Sales aid package with colors
- Folders for each guest containing:
  - Look Book”
  - Wish List
  - Business Card
  - \$5 Gift Certificate
  - Skin Care Profile

## What to do:

\*Make a list of prospective hostesses. Call each and say something like, “\_\_\_\_\_, I'm so excited! Mary Kay is launching our Holiday collection and I'm offering a special. How would you like to shop at 20 - 50% off? Simply invite a few friends over for a 30-minute gift presentation to save her the time and hassle associated with mall shopping. You'll receive 20% off your entire order for having 2 friends join you, 30% for 3 and with 5 or more you'll shop at  $\frac{1}{2}$  price! Would this week or next be better for you? Great! I can't wait to show you everything!”

\*As each guest arrives, warmly greet her and ask her if she's tried the new Mary Kay skin care products. Ask her to complete a skin care profile and then let the hostess treat her to a satin hand treatment. (These will be your next appointments for skin care, glamour, etc. - especially in January). Spread your cloth on her table and light the candle. When they return to your presentation area, give each one a folder.

\*Start your presentation with a short introduction such as, “Mary Kay specializes in skin care and glamour techniques, but we are launching our Holiday line now. Some of you may not even be thinking about Christmas, but in December you'll be glad you were here! Just for coming you are entitled to a free make-over and for those who spend \$25 or more you'll receive a \$5 gift certificate to use at your make-over.” Give a quick “I” story.

\*Take each gift out of the basket, one at a time. Make sure you have gifts in a wide price range geared for everyone (Example: teens, grandparents, men, teachers, gift exchange at work, stocking stuffers, etc.) Describe what each gift is, how it is used, how much it costs and who the gift is targeted for. Hand it to your customer to touch, feel and see. Then pass the gift to each person. The last person will put the gift on the table for all to see. Encourage the guests to jot down on their wish list anything they see that they like for themselves or someone else. Continue this process until your basket is empty. Tips: When



passing fragrances, spray them on cotton balls from the testers. Then pass the cotton ball along with the retail size item so they can see the beautiful bottle. Pass the tin of coffee beans for each guest to sniff between fragrances to clear their noses for the next fragrance.

\*close your presentation by explaining that you will take orders only today and will deliver their gifts on \_\_\_\_\_. Remind them that you accept Visa, MasterCard, Discover, checks or cash. Take orders from each guest and set up a delivery time. Have them pay you up front so you can order the products. You might decide to allow them to pay  $\frac{1}{2}$  + tax and collect the rest upon delivery.

\*Present your hostess with her special gift. Tell guests how they can get one by booking a holiday coffee for some of their friends. Book the coffees, put the names of the future hostesses in the middle of the table and let your hostess draw a name. Give the winning guest a small gift.

\*After the guests have left, thank your hostess. You may want to tell her how much you earned at her coffee and ask, "Would it be worth 30 minutes of your time to hear a little more about our Company? I would love to share some information with you." If she answers yes, and you both have time, present the marketing plan. If you don't have time, then leave a tape or video with her and set up a time to get together in the next 48 hours to discuss the Mary Kay career opportunity.

Holiday coffees are a great alternative for those people who won't book classes during the holidays. It only takes about 30 minutes and you will reap the rewards. Your clients will think of you as a "gift source" for the next holidays. You will meet new people and have classes to book in January! It's a win-win situation.

*Happy Holidays!!*

