



Holiday Strategy 2011



GET YOUR RUNNING SHOES ON!
PRE-PLAN YOUR HOLIDAY STRATEGY

*Failing to Plan is Planning to Fail
...Plan for Success!!*





GET YOUR RUNNING SHOES ON!

PRE-PLAN YOUR HOLIDAY STRATEGY:

By Sherry Hanes

- Determine your purpose? What is your reason to be successful this Holiday Season? What do you hope to gain? Get your mind clear on your vision. You can't be foggy and achieve. Write it down! Make your goal poster with 3 things in mind: Goals to achieve which will benefit your family or you personally (top part of goal poster), Mary Kay goals that would support achievement of the family or personal goals (middle of poster), Goals that would support your ability to achieve your Mary Kay goals and your personal/family goals (i.e. quiet time, weekly plan sheet/6 most important things, exercise, diet, help) (bottom of poster)!

When you work from the bottom up, you will be able to accomplish your goals at the top! Post your goals in at least 5 places where you are on a daily basis—color copies work great! We must remember that we are entering into the best uninterrupted selling season of the year & many goals will be achieved or make gigantic progress during this season! This season will build your momentum moving into the new year and generate new business for the new year!

It has been my experience that you will not work your business unless you have a solid reason to do so! What is it that is going to motivate you to develop your plan, pick up the phone, step out your door, gain the necessary skills? Success in your Business is all based on your attitude, your work ethic and understanding that success is a system and a strategy that you work to gain something desired & planned by replacing what you now have in your life with something better and more beneficial.

- Hold as many appointments NOW as you possibly can & collect "Wish Lists"— This will develop your base of people to work with for holiday sales.
 - Who do you know who is need of Holiday shopping money? Many women take on extra jobs to earn holiday spending money? They have a purpose! Show them how they can make money!
 - Much of your holiday success will be dependant upon your ability to match the right people with the right opportunities. Look at your Circle of Influence & customer base and begin to develop the following lists in a spiral notebook:
1. **BUSINESS GIFT SERVICE:** Who gives their employees or co-workers holiday gifts? What businesses do you frequent who has employees? Businesses make holiday purchasing decisions in October or before.
 2. **HOLIDAY GLAMOUR MAKEOVERS:** Who is going to want to be certain that she looks her best for holiday parties? Or who will be attending lots of holiday activities? What restaurants and local businesses depend on their employees professional presence that would love for someone to come in to train their employees?
 3. **FUN PACKETS:** Who works with a lot of people (women or men) or sees a lot of people (women or men) on a daily or weekly basis at church, neighborhood sporting events, community events, children's activities, etc.?
 4. **FRAGRANCE SURVEYS:** Who loves fragrance?
 5. **HOLIDAY COFFEES OR COLLECTION PREVIEWS:** Who loves to entertain? Who lives in a large neighborhood? Who has a large circle of friends?
 6. **12 DAYS OF CHRISTMAS & GIFT SETS:** Who loves to do special things for their wife, husband or significant other? Who has elderly parents who may be difficult to purchase for? Who has college students who will be missing out on some family activities during December because they are away at college? Who has young children who would delight in doing something fun & special for Mom? Who has teenagers? Who is going to need stocking stuffers? Who may need some "just in case" holiday gifts?
 7. **HOLIDAY CLASSES:** Who is going to be a football or hunting widow this fall who would love to invite some of her girlfriends over for makeovers or collection preview?
 8. **SELLING TO HUSBANDS:** What men do you know that hate to shop & love convenience? What group of men would love a half time shopping experience to get all their shopping done?
 9. **OPEN HOUSES:** Will I participate in a group Open House or will I hold my own? What clubs, organizations, apartment complexes (a service for their tenants), schools (primary schools for staff members or colleges for students & staff), businesses (as a convenience for employees) may host an Open House for me?
 10. **TRUNK SHOWS:** Who may not come to anything but would love to shop with you if you brought it to them?

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limited-edition products/promotions

(available while supplies last)

- **Beauty That Counts® Mary Kay® Creme Lipstick**
(\$13 suggested retail)

For the fourth year in a row, Mary Kay® offers the *Beauty That Counts®* Corporate Social Responsibility initiative that signifies our ongoing commitment to enrich the lives of women and children around the world. In the U.S., from Sept. 16 – Dec. 15, 2011, \$1 will be donated from each sale of limited-edition *Beauty That Counts®* Mary Kay® Creme Lipstick in *Give Joy*, *Give Dreams*, and *Give Hope*. As part of this effort, in the United States, Mary Kay Inc. is proud to support The Mary Kay FoundationSM in its efforts to end domestic violence.



- **Mary Kay® Miniature Fragrance Collection**
(\$32 suggested retail)

Perfect for holiday gift-giving, this set features mini replicas of Mary Kay® eau de parfum in *Belara®*, *Bella Belara®*, *Journey®*, *Thinking of You®* and *Velocity®*.



- **Mary Kay® Luxury Liner**
(\$14 suggested retail)

Go from delicately thin to dramatically bold lines with this long-lasting, quick-drying liquid liner pen for gorgeous eyes. Applies smoothly with one easy stroke. Choose from three shades: *Black Velvet*, *Rich Plum* and *Classic Sable*.



- **Mary Kay® Filigree Eye and Cheek Powder**
(\$20 suggested retail)

These richly embossed powder palettes, enhanced with flecks of gold, feel velvety soft and glide on with effortless blendability to create your perfect look in the mineral eye and cheek formulas you love. Choose from two shades: *Splendid* and *Stunning*.



• **Mary Kay® Nail Lacquer**
(\$8 suggested retail)

Delivers an instant high-gloss finish and provides stay-true color. Choose from three shades: *Gold Leaf*, *Plush Plum* and *Lavish Sable*.



• **Mary Kay® Base Coat/Top Coat**
(\$8 suggested retail)

Provides a high-gloss finish that lasts.

○ **Thinking of You® Body Lotion**
(\$16 suggested retail)

This moisturizing lotion is a beautiful complement gift to the eau de parfum and adds another layer of the fruity floral fragrance.



○ **Mary Kay® Redefining Elegance Collection**

Elegant. Feminine. Polished sophistication. It's a modern look you can wear every day! This fall trend collection will have you looking elegant for any occasion.

• **Mary Kay® Lip Suede**
(\$14 suggested retail)

This creamy, long-wearing formula provides rich, stay-true color and leaves lip feeling soft. Choose from two shades: *Luscious Plum* and *Polished Pink*.



○ **Little Gifts Hand Creams**
(\$10 suggested retail)

The perfect holiday stocking stuffers, these 3 oz. hand creams available in limited-edition scents will keep hands moisturized during dry winter months. Choose from: *Vanilla Mint* and *Vanilla Berry*.



○ **Little Gifts Lip Balm Set**
(\$15 suggested retail)

This adorable gift set includes three scented lip balms in *Vanilla Mint*, *Vanilla Berry* and *Vanilla*. Perfect for all ages, the clear balm keeps lips protected in harsh winter weather.



My Weekly Plan

My Time

Family Time

IPAs

Mk Time

Faith

Job

Recounting

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							

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!

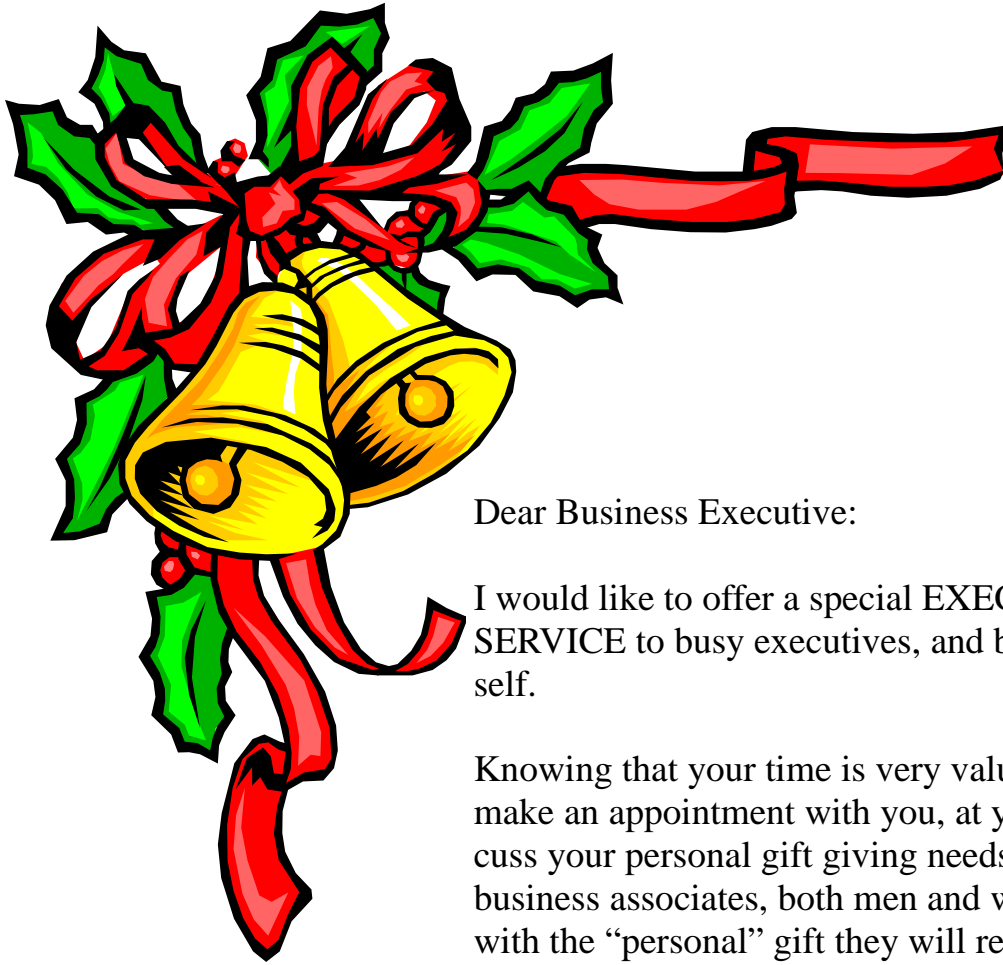
November Plan...

- 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!





Dear Business Executive:

I would like to offer a special EXECUTIVE SHOPPING SERVICE to busy executives, and business owners like yourself.

Knowing that your time is very valuable, I would like to make an appointment with you, at your convenience, to discuss your personal gift giving needs. Your employees and business associates, both men and women, will be delighted with the “personal” gift they will receive for the holidays.

In about 10 minutes you can make your selections in the price range you desire. All gifts will be beautifully wrapped and delivered to you on the date desired—at no extra charge. I’ll take over the date remembering task for you and you’ll find this to be a great time saver.

I will call you in a few days for an appointment.

Thank you for your consideration.

Cordially,
Professional Beauty Consultant



Contact Business Gift Buyers and Boost Your Holiday Sales!!

Calling All businesses! Calling All businesses! Calling All businesses! 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 Nancy Moser. I'm an independent Beauty consultant with Mary Kay Cosmetics, 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
Doctors		Social/Civic Groups	
Self-Employed People	Insurance Companies		

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. 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.



Holiday Time Table

September 1st—10th:

- ⇒ Plan your Holiday Strategy.
- ⇒ Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 in class sales and one class booking! This is great for moms and daughters, Velocity, TimeWise classes, Trunk / Gift Shows or Office Pampering Parties!

September 11th—15th:

- ⇒ 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.

September 16th—30th:

- ⇒ 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 1st—15th:

- ⇒ Set your goals Retail Sales, interviews held and new team members.
- ⇒ Have guests to 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 with "Consider the Possibilities" CD's prepared.
- ⇒ Start following up with PCP customers.
- ⇒ Target: Booking Skincare Classes, Fall Makeovers, Nail Care Classes, Pampering 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 income during the Holiday Season. Tie this in with the above appointment if possible.
- ⇒ 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(s). This is for Consultants with ample customers locally to them.

Holiday Time Table cont.

October 16th—31st:

- ⇒ Continue booking Wish Lists and warm chatting with the Go-Tote.
- ⇒ Have guests at every meeting! Offer a free Nail Color or Lip Gloss 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. Skincare, 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 holiday selling season and the tax advantages for the entire year.

November 1st—15th:

- ⇒ Continue booking, Wish Lists and warm chattering with the Go-Tote. Now you can offer Holiday Makeovers.
- ⇒ Have guests at every meeting and at any event 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 flyer. Churches, schools, local business to do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table or treats.
- ⇒ Be Creative! 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 Certificates 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 Certificate.
- ⇒ Send out your Open House invites, if you are holding it the last weeks of November.
- ⇒ RECRUIT! What a great time to begin a business. Your own holiday shopping at cost!

November 16th—30th:

- ⇒ Continue with booking, wish lists and warm chattering with Go Tote!
- ⇒ Have guests at every meeting and at the Career Brunch.
- ⇒ Follow up with Open House invites, Call EVERYONE and make sure they don't miss the free gift for sending their RSVP. 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.



Christmas Strategy Contact List

Businesses to Contact for Gift Giving Service

Business	Telephone	Contact Person
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Customer's Name	Secret Santa's Name	Spouse/Spice Telephone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows & Skincare Classes

Customer's Name	Secret Santa's Name	Spouse/Spice Telephone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

12 Week Plan to Earn \$3000 by Christmas

Commit To: 2 hours a week for unit success meeting / training 5 to 6 hours a week to show / teach the product line

Invest: In holiday product and basic inventory 3 Ring Binder and clear protectors. Separate the pages of "The Look" and put a page into each of the clear protectors with the cover as the cover of your binder.

Show or Tell: Fill a Holiday Basket and let everyone shop while you watch. The average person selects 3 items from the holiday line, averaging about \$50 per shopper. You only need about 8 customers a week to reach your goal. Have the customer tell their friends and they can have a special discount if their friends buy 3 items. You could do 1 party and 1 private makeover a week along with your holiday sales and raise your profits even more!

Week 1	Sell \$650	Profit \$260
Week 2	Sell \$650	Profit \$520
Week 3	Sell \$650	Profit \$780
Week 4	Sell \$650	Profit \$1040
Week 5	Sell \$650	Profit \$1300
Week 6	Sell \$650	Profit \$1560
Week 6	Sell \$650	Profit \$1820
Week 8	Sell \$650	Profit \$2080
Week 9	Sell \$650	Profit \$2340
Week 10	Sell \$650	Profit \$2600
Week 11	Sell \$650	Profit \$2860
Week 12	Sell \$650	Profit \$3120

That's over \$3000 profit to buy your family the Christmas gifts of their dreams. You can do it!!!

It's been proven that cosmetic sales are the #1 gift during the holidays, because it's one size fits all!

But don't stop with this! Think even bigger!! Check out the next page on how to profit about \$8,000 this season...it happens but to those who work! Businesses won't hunt you down, so get it!!!