

# \$12,000 Christmas Sales Blitz

Select 20 of your favorite Hostesses or Customers.... Call them and say:

"Hi! This is \_\_\_\_\_ with Mary Kay, and I am so excited! I have a super offer for you! How would you like to do your holiday shopping at 50% off? On (date) and (date) I will be holding a Holiday Blitz at my home. All you need to do is bring 10 friends over for refreshments and check out the great gift ideas Mary Kay has this season! The times to shop are 10, 12, 2, 4 and 7:00. Which will be best for you?"

Have 2 hostesses bring 10 people at 10:00  
2 hostesses bring 10 people at 12:00  
2 hostesses bring 10 people at 2:00  
2 hostesses bring 10 people at 4:00  
2 hostesses bring 10 people at 7:00

Do this Friday and Saturday, or on two Saturdays. Make sure you do Satin Hands as they arrive! (It has been suggested that you hire a teen or two to help out.) Give each guest a Profile card to fill out and a Sales Ticket. Show the products and special sets, and have them fill in their tickets! It's so simple!

You will meet 200 customers...The average will purchase \$40.00 (Two Satin Hands sets for Mom and Mom-In-Law)  $200 \times \$40 = \$8000$  Plus...at least 10 will buy the Tower of Love (a.k.a. 12 Days of Christmas) for their Mom, Grandmother or Daughter.  $10 \times \$150 = \$1500$  Plus...You have 200 husbands to call with their wife's wish list, and at least 20 will buy the Tower of Love or the 12 Days of Christmas for their wives!  $20 \times \$150 = \$3000$  SO!  $\sim\sim \$8,000 + 1,500 + 3,000 = \$12,000!!!$  WOW!!!

Plus! You'll have 200 new contacts, and your books will be full for January!

Time Spent:

1 Day on Phone Booking Hostesses.....	8 hours
1 Day setting up Displays.....	8 hours
2 Days holding the Event.....	20 hours
2 Days preparing Orders.....	16 hours
2 Days Playing Santa Delivering.....	10 hours
	60 Hours Total

\$6250 Profit in 60 hours is over \$100 per Hour!

Focus and Book and have a Great Holiday!