

Wrapping Up The Holidays



Maintain Holiday Momentum

Start booking classes for the week before New Year's NOW!

- ⇒ Many people experience a "let-down" right after the holidays. A Mary Kay skin care class is the perfect "lift" for every woman!
- ⇒ Most customers still have festive holiday decorations up and plenty of Christmas "goodies" to serve.
- ⇒ Many customers may receive holiday gifts of money and will be looking for something to spend it on.
- ⇒ People who work usually have some extra time off during the holidays. All you need is an hour of their time to introduce them to a skin care program or new color look.
- ⇒ New Year's is right around the corner. People still have parties and other occasions for which they want to look their best.
- ⇒ One of the best resolutions a woman can make is to start a Mary Kay skin care routine! What a great reason to attend or hostess a skin care class. Tell prospective hostesses and customers your next skin care class theme is "A New You for the New Year."

Try the following dialogues when booking skin care classes by phone.

For customers from holiday open houses and gift shows: "Hi, _____, this is _____, your Mary Kay Beauty Consultant. How was your holiday? (*chat for a few minutes*). I so enjoyed seeing you at _____ and now that the holidays are over, I'd love to get back together with you and let you try what we have to make your skin really glow during these winter months! Is there any reason why we couldn't get together around the first of the year to play make up? I'd love to get together with you again!"

For past skin care class guests: "Hi, _____, this is _____, your Mary Kay Beauty Consultant. How is your skin care program going? With the start of a new year, wouldn't it be great to give yourself a fresh start? Now is the perfect time for a review makeover. And if you'd like to share it with a few friends, I'll have a special gift for you. Is there any reason why you couldn't invite a few friends over for a girl's night out?"

Follow Up For Future Business

To encourage repeat business, follow up with holiday customers. Thank them for making your holiday season so successful!

- ⇒ List the names of (or pull the pink tickets from your file of) holiday hostesses, skin care and color class guests, open house and gift show guests, business customers and new customers.
- ⇒ Send short, personalized thank-you notes to each one. For example, in a thank-you note to a new customer, mention how you enjoyed meeting her and hope to be of service to her in the future. For a hostess with whom you may be on more familiar terms, mention how you always enjoy working with her and hope to continually be of service to her. Be sure to include your phone number on each note so customers can call you for reorders.
- ⇒ Write your notes on business letterhead or stationery. Start writing your thank-you notes now, then mail them after New Year's.
- ⇒ Show you customers you're thinking of them, and they'll think of **you** when the next gift-giving occasion comes up... or the next time they feel like treating themselves to a fragrance gift!

Keep Records

Keeping records can ensure successful holiday selling seasons in the future. Jot down new holiday tips and techniques you learned from sister Consultants but didn't have time to try. Be sure to also document your own successes as well as those ventures that didn't turn out as well as expected. It will help you prepare for an even more successful holiday season next year.

Make use of your customer profile cards, too. They can be used to provide fragrance-preference information for future reference. Remember, Mary Kay's fragrances make perfect gifts all year round.

By wrapping up this holiday season successfully, you'll benefit next holiday season and all year long. Put these tips to work now and get ready to embark on a profitable new year.