



How to Book a Holiday Shopping Coffee!



"Hi, ____, this is ____ with Mary Kay. Do you have a quick minute? Great! I've got something exciting to share with you. Christmas is only ____ weeks away....can you believe it? We're entering the busiest and most hectic time of the year, so I'm helping my clients reduce stress and save time and money by bringing Christmas to you! Could you get excited about finishing the bulk of your Christmas shopping at a 50% discount? Let me share how: It just takes an hour of your time and 5 or more girlfriends. I have a gift-giving service to share with those of you who want to avoid the malls and really enjoy the season. I call it a 'shopping coffee,' and you can 'shop from your seat instead of your feet!' You fix the coffee or cider, and I'll bring the cookies! I'll bet several names come to mind right away, don't they? Well, my **October Special*** is this: when you schedule a shopping coffee in October and have at least 5 friends attend, you'll earn the right to do YOUR Mary Kay shopping at 50% off! How does that sound?! Who comes to mind who would enjoy some shopping time with the girls?" (*Insert Hostess Credit of your choice. I'm suggesting the simple "50% Club," whereby the hostess receives 10% off of her purchase for every guest in attendance, up to 1/2 off. I'll then give her the quarterly hostess gift when there are 2 or more bookings.) Set the date and say, "We're going to have so much fun! I have you scheduled for _____. I'll send you a great packet to help generate outside sales. Would you like to know how to have the best shopping coffee possible?" (Coach her how to invite guests, 18 or older without a Consultant, and take up outside orders.)

HOW TO MAKE MARY KAY FRAGRANCED BATH SALTS

(Thank you, Soaring Eagle Norma Bryant!)

What you'll need: a 2qt. glass mixing bowl, a potato masher or large meat fork, Epsom Salts, liquid glycerin (available at drug stores), small cellophane bags, ribbon

Combine 3 cups of Epsom Salts (remove lumps with potato masher or fork) and 2 Tablespoons of liquid glycerin (drizzle over the top) in a 2qt. mixing bowl. Sprinkle or spritz (approximately 40 spritzes) your favorite MK fragrance. You may need to wear a mask to keep from becoming overwhelmed! Stir and set the bowl aside. Smell some whole coffee beans, then smell the salts to test the strength. Put 1/4 cup of the bath salts in a small cellophane bag and tie with pretty ribbon. These make wonderful gifts at your holiday shows!



As an addition to your gift baskets, you may want to put as much as one cup in each bag. (Food coloring is optional...white is very nice and goes with everything. Just vary the cellophane bags or ribbon!)

Overcoming "Bah-Humbug" Objections



1. "With the holidays, I'm too busy with parties & family gatherings."

"____, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary makeover and a new look for the holidays. Let's set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date."

2. "I've just about finished my holiday shopping."

"As usual, ____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess credit toward a lovely gift for yourself. Which part of the week is better for you, the first part or the latter part?"



3. "Keeping up with the kids' activities this time of year really keeps me on the go."

"I can understand that, ____. This is a busy time for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, and you could probably use some time to be pampered. Why don't we schedule a complimentary makeover for next week? Let's look at my datebook and find a time that's convenient for you."

4. "The kids will be home from school."

"I bet there will be times when you'll want to get away and do something special for yourself. I'll even have a special gift for the person who babysits for the kids when you hold your class."

5. "It's so cold and inconvenient to go out in this weather."



"____, you'll be surprised how, by inviting a few friends over for a makeover, the atmosphere will naturally warm up. Your guests will also avoid the parking problems they find at the malls!"

How to Have a One Hour Shopping Coffee!



WHAT YOU'LL NEED A large wicker basket or trunk, filled with: holiday display items; full-size Satin Hands set for demo; cotton balls and testers of each fragrance; small tin of whole, plain coffee beans; quarterly hostess gift for 2 bookings; holiday candle/matches; small CD player and CD of festive holiday music; tin of butter cookies; Holiday Portfolio (optional); holiday tablecloth (red, green, or ivory) placed on top. In a separate tote, bring clip boards or folders for each guest, filled with the following: Look Book, Wish List, sales ticket, profile card, ink pen, and business card. You'll also need a calculator, date book, and hostess packets. You might bring a basket of "classic" (discontinued) products to offer as gifts-with-purchase for each \$50 spent.

Use the booking script on the other side of this handout.

- 1. When you arrive:** Spread your holiday tablecloth on her table. Light the candle and place it in the center of the table. Play the holiday music quietly to get them in the holiday spirit.
- 2. When the guests arrive:** Do Satin Hands on every guest. Have everyone sit down and give them a clipboard or guest folder. Have them fill out the profile card. Explain the Wish List. Have them open their Look Book to follow along. Take each item out of the basket, one at a time, in the order shown in the Look Book. Describe what it is, how it's used, how much it costs, and for whom the gift would be appropriate. Hand it to your customers to touch and feel and see. Pass the gift around the room. The last person will put the gift idea on the table, thereby setting up your display. Continue this process until your basket is empty and your display table is set. You might have a gift with purchase offer that night, such as a gift from your goody basket for each \$50 spent. To demonstrate fragrances, you may want to pre-spritz cotton balls with the scents and keep them in separate cellophane bags. Pass the bags and let guests take a cotton ball of the scents they like, so the spraying of the fragrances isn't overwhelming. You could also pass around a cup of whole coffee beans between fragrances to keep the nose from getting "confused!" The fragranced bath salts would be a nice thank you gift for each guest. 
- 3. Very important:** During the presentation, say, "When you see something you'd like to take home today, write it down on the sales ticket. When you see something that YOU would like to receive as a gift from Santa, write it on your 'Wish List!'"
- 4. Watch your time:** At the closing, say, "I promised (Hostess) that I'd only be an hour, so it's time for a drawing for a special gift." (This is optional. Draw from the sales tickets. Do NOT have them total their sales first. Just take up all the orders and do the drawing. The gift doesn't have to be big...just wrapped beautifully.)
- 5. Closing the sales:** "While _____ gets you something to drink, I'll help you with your orders. I accept Visa/MC/Discover/American Express, personal checks or cash." Work with each guest, and if you do not have all of the holiday items with you, set up a delivery time in your date book. Offer holiday makeovers, and schedule their holiday coffees. Be sure to ask her for "Santa's" name and phone number, so you can call him/her about the Wish List! (You could also mail a copy of her Wish List to "Santa," along with a cover letter. "Santa" will then see the list in her own handwriting.) 
- 6.** You now have lots of sales, future bookings, and skin care profiles/Wish Lists to follow up on!