

# How to Build a Profitable Gifting Business

## Step by step, year round monthly planner

The very first thing to building a **stress free** money making Gifting business...

**PLAN AHEAD... Planning far in advance is the key! For all holidays:**

### **DECIDE HOW MUCH MONEY YOU WANT TO EARN BEFORE EACH HOLIDAY**

This is the most important decision each season you will have to make because it determines how much activity you will have to do. Also this figure must be what you want to put into your pocket not your gross sales. Christmas shouldn't be less than \$1,000. EXAMPLE... you want \$2,000. to spend on yourself (how about a credit card free Christmas!) you will need to do at least \$4,000. in sales. Don't panic break it down, Christmas is a minimum of 7 weeks, that is approximately \$575 in sales each week. Remember it's not hard because you will be ADDING gifting sales along with your classes and facials.

### **AT THE BEGINNING OF EACH HOLIDAY START PLANNING GIFTING IDEAS**

Find EASY, reasonable and attractive packaging. EXAMPLE the large envelope box is inexpensive, easy to assemble and attractive. Use only fine wrapping papers and ribbons so the **perceived value** is there, which means it looks more expensive than it actually is.

Only do packaging that is easy for you, PROFESSIONAL and NOT time consuming.  
**TIME IS MONEY!**

### **DO A PHYSICAL INVENTORY ON WHAT PACKAGING YOU PRESENTLY OWN**

At the beginning of each holiday what wrapping paper, baskets, boxes, mugs etc. do you already own. Put left over seasonal packaging in lidded marked boxes, so the next year all you have to do is get your Valentine box etc.

### **MAKE A LIST OF WHAT PACKAGING YOU NEED TO BUY**

Do NOT over buy. If you know what color scheme you are going with and what packaging you already own, all you will need is a list of things to fill in.

### **PACKAGING GUIDELINES**

#### **PRICING AND DISCOUNTS**

It is my recommendation that you double your cost on packaging the same as we do on our products. If you should decide to give a special price or discount, your expenses are covered. Speaking of discounts, I do not discount my products at my open houses, gift shows or business orders. I may run a "Show Special" on something I want to either sell a lot of, or move out of my inventory.

#### **COLOR THEMES**

Color themes are like clothing, there are color trends that are presently popular. You need to decide each season what colors you are going to use in your packaging. It helps you keep things simple and pleasing to the shopper's eye.

Some combinations:

Silver is hot right now, Silver/Purple, Silver/Red, Silver/Hot Pink, Red & Green Pink/Gold, Pink/Purple, Gold/White. The combinations are endless.

White/Gold, Burgundy/Gold, Hunter Green/Gold. Hunter/Burgundy

## **PACKAGING IDEAS**

You need a nice variety but not too many different ideas, it confuses YOU and your customer

You will need quantities for example:

Buy 6 mugs of a style, 25 gift boxes assorted shapes and colors, When buying baskets buy 6 or more of a kind, only pick 2 or 3 designs. You can have a wider selection of papers and ribbons. Come up with a couple of ideas and keep selling them. It takes a lot of time to keep redesigning individual items.

## **PRODUCT ENHANCEMENTS**

There are items that will add to your Mary Kay gifts that you will want to have on hand. Tea, coffee, cocoa, chocolate, stationary, small towels, bath puffs, mugs, votive candles whatever you find that intrigues you are good suggestion. When buying these things buy several of each.

## **BASIC PACKAGING SUPPLIES**

Do you know how awful it is to run out of shred or cellophane in the middle of an order? It is PANIC time! You will need basic supplies at all times:

Shred, cellophane, wide clear tape, stuffing paper for the bottom of a basket or box, scissors, tissue, ribbon, bows, boxes, baskets and bags.

You can store these items in a large or flat plastic container with a lid.

## **PRICE RANGES THAT SELL**

If a person is going to buy a Christmas or Birthday gift for an individual the price today is \$25.00 - \$35.00. However, people spend a lot of money on small gifts for co-workers, friends, teachers etc. that price ranges is \$10.00, \$12.00, \$14.99

You need to make up about 4 to 6 of each gift suggestion in this price range and you need several to choose from. Mugs, hand cream sleeves with gloves make great pick up gifts, on the go selling.

**Selling prices:** \$10.00, \$12.00, \$14.99, \$19.99, \$25.00, \$29.99, \$35.00, \$50.00, \$75.00 and \$100.00 and special people will spend more.

## **DO A PHYSICAL MARY KAY INVENTORY**

Put your money into **MARY KAY INVENTORY**, not packaging. Why? Because you don't have anything to "PACKAGE" without inventory. You must have adequate inventory to reach your goal. I stock 50 hand creams at all times for Christmas, Bridal Showers and Secretaries Day. The Spa Collections, Satin Hands and this years Limited edition for Christmas selling. I also stock up on the items I think will be good for Mothers Day and Secretaries Day. I always want fresh new products for those holidays as well. Look at what sells for you and stock accordingly. You will want to have 6 to 20 of these items on your shelf.

## **UPDATE YOUR MAILING LIST WITH THE PREFERRED CUSTOMER PROGRAM**

### **START BUILDING YOUR CUSTOMER E-MAIL ADDRESSES (on line)**

### **MAKE A LIST OF BUSINESS CONTACTS**

You want to add to this list all year round as you meet people. Start with the people you know. Lawyer, Banker, Insurance Representative, Accountant, Doctors, Church, Husbands Employer, Family, Friends, Neighbor. Cold calling is a numbers game. Don't get disappointed. If you call 100 businesses 3 might see you.

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## **AUGUST**

Do your general planning

## **SEPTEMBER**

### **PICK YOUR OPEN HOUSE DATES.**

I have 2 open houses, one in early November and one in December. By having it early you are ready for the season freeing yourself to sell!!!

### **ORDER YOUR HOLIDAY THE FIRST DAY IT IS AVAILABLE.**

Show it to everyone to determine your best sellers so you will know what to restock.

### **REVISE YOUR BUSINESS CONTACT LIST.**

### **CONTINUE ORDERING.**

Build your gifting inventory every month until you get your inventory up. Remember you need at least 18 hand creams, put some on each order.

### **CONTINUE TO GATHER PACKAGING IDEAS.**

Remember simple not time consuming, elegant, fun not costly!

### **START BOOKING GIFT SHOWS FOR OCTOBER, NOVEMBER & DECEMBER**

## **OCTOBER**

### **CONTINUE BOOKING.**

### **CONTACT BUSINESSES.**

By now the Limited Edition will start to get sold out. Contact Mary Kay BEFORE the appointment to see what is still available. Sell only what you own or can order.

### **DO NOT BORROW PRODUCT BECAUSE YOU DID NOT MAKE A COMMITMENT TO INVENTORY.**

## **NOVEMBER**

### **SEND INVATIONS TO OPEN HOUSE 10 DAY BEFORE EVENT**

### **2 DAYS BEFORE YOUR OPEN HOUSE E-MAIL CUSTOMERS WITH A REMINDER & START MAKING PHONE CALLS, LEAVE MESSAGES ON TIME & DATE ON THEIR ANSWERING MACHINES.**

### **HOLD YOUR OPEN HOUSE.**

### **GIFT AND FRAGRANCE SHOW MONTH.**

I hold 3 to 5 shows a week. Romance Christmas, Satin Hands, our fragrances and your wonderful gifting ideas for those hard to buy for people!

## **NOVEMBER CONTINUED**

### **HOLD HOLIDAY GLAMOUR CLINICS.**

Have your customers bring their holiday outfits for a new glitzy look.

### **CONTINUE CONTACTING BUSINESSES**

### **ORDER GIFT INVENTORY TO GET YOU THROUGH THE LAST MINUTE BUYERS.**

This is the time I pick up more Limited Edition for Valentines Day & Secretaries Day.

### **BOOK 5 NEW YEAR; NEW YOU MAKE OVER CLASSES FOR JANUARY**

You come in contact with more people during the holidays than any other time of year. When they say "maybe after the holidays" you say "Great! I'm booking those classes now!"

## **DECEMBER**

### **CONTINUE TO CONTACT BUSINESSES**

### **HOLD ANOTHER OPEN HOUSE, MENS NIGHT, AND OR DADDY & KIDS NIGHT.**

### **CONTACT HUSBANDS WITH GIFT IDEAS FOR THEIR WIVES, THEY LOVE IT!**

### **BOOK 5 MORE NEW YEAR, NEW YOU CLASSES.**

### **RECAP:**

Christmas ends December 24<sup>th</sup>. Sell to the last hour. Bake & shop NOW!

## **JANUARY VALENTINES DAY**

### **PLAN YOUR GIFTING IDEAS THE FIRST WEEK IN JANUARY.**

Order your supplies now so you can start selling them at your January shows. We have a Valentine pre-pack to make it easy for you, order it now. Don't wait until February it is a fast and last minute holiday.

### **CONTACT YOUR CUSTOMERS HUSBANDS**

### **PLACE YOUR INVENTORY ORDER SO YOU HAVE IT IN TIME!!!!**

## **FEBRUARY**

### **KEEP SELLING UNTIL THE END!**

Our dear GUYS buy gifts on the way home from work! IT'S NOT OVER TIL IT'S OVER! Dealerships and other places that employee men are great places to sell ON THE GO!

### **GET YOUR HUSBAND TO SELL FOR YOU.**

I have many consultant husbands that provide their co-workers with their wives gift services. He even delivers then!

## **MARCH**

### **START PLANNING EASTER AND SECRETARIES DAY**

Easter as you know is different every year, know your dates. Secretaries Day is always the third week in April, the 21 ish! Go over the general planning list again. Get your SRING gifting supply box out.

### **SEND FLYERS TO COMPANIES 2<sup>nd</sup> or 3<sup>rd</sup> WEEK OF MARCH**

This is one holiday I cold send FLYERS. I send then to dealerships and companies I know have female employees. I also send a **cover letter**.

### **PICK DATES FOR A SPRING OPEN HOUSE**

I usually hold a spring open house around Mothers Day. Pick your dates now.

### **KEEP GOOD RECORDS FOR SECRETARIES DAY**

Know who you sold, what you sold them, cost, delivery dates, time, telephone numbers, contact person... everything. I do this holiday completely over the phone now. I need to know what I sold them etc so I don't duplicate the gift the following year. This is a \$3,000.00 holiday for me.

### **ORDER HAND CREAMS ECT FOR SECRETARIES DAY GIFTS, MAKE THEM AS YOU SELL THEM.**

## **APRIL**

### **CONTINUE TO CONTACT BUSINESSES**

### **HOLD GIFT SHOWS FOR SPRING GIVING**

Mothers Day, Graduation, Wedding, Fathers Day, New Baby, Teachers and don't forget Secretaries Day. Woman work places and have bosses!

### **NURSES DAY IS THE FIRST WEEK IN MAY**

Do the whole thing again for Nurses Day, send brochures etc. I use the same gift ideas and cover letter as Secretaries Day except it now says Nurses Day!

### **ORDER MOTHERS DAY INVENTORY**

### **START PLANNING MOTHERS DAY OPEN HOUSE OR MAY'S PROMOTION**

## **MAY**

### **SEND MAY PROMOTION FLYERS OR MOTHERS DAY FLYERS**

### **CONTACT CUSTOMERS BY E-MAIL**

### **HOLD OPEN HOUSE OR START FATHERS DAY, GRADUATIONS**

## CHRISTMAS OR SPRING OPEN HOUSE

I have heard many say they don't do open houses because they are too much work and not profitable. I see disappointment with a \$200 open house, how great! Most people don't make \$100 a day. There is a hidden benefit to holding an early open house... it gets you organized and ready for the season so you have time to see and know what to sell!!!

1. DATES. Pick your dates in September for Christmas, March for spring. What day you hold it is up to you, I have seen success in weekdays and weekends!
2. LOCATION. If possible pick a location you can keep up for a while. It can be your dining room table or a card table; it doesn't have to be your whole house. It doesn't have to be your house at all!!! It can be your parents or friends, in town or out of town.
3. DECORATE it simply but exquisitely. Use a solid table cloth instead of print to show off your products. For Christmas a few pieces of pine, pine cones and some ornaments are fine, for spring a simple flower arrangement says it all.
4. PRICE your products. People want to know how much they cost without asking. This is very important. Use small removable stickers, hang tags and signs.
5. PUT SEVERAL of each of your less expensive gifts in a basket so they can serve themselves. Take orders on the larger collections. Name the gift such as "Coffee & Cream" they love it!
6. SEND INVATIONS about 10 days before the event. If you send 100 about 8 will come. If you call and leave messages reminding them of the open house you double the attendance. Also remember that we can now e-mail a reminder with much less hassle.  
**Key to a great open house is to book appointments with key people you know need gifts, it guarantees success.**
7. FOOD. They don't come to eat! Set up self serve flavored coffee or punch, bought cookies or a nut bread. In the winter the coffee make the house smell good.
8. PLAY MUSIC it sets the mood!
9. GIVE EACH CUSTOMER a sales slip, pen, Wish List, Look Book in a shopping bag. They love to go around and shop! I also give a little gift; look cards and glamour samples encourage sales and are inexpensive. Everyone likes to try a new lipstick or glamour look.

## Secretaries Day, Nurses Day

Secretaries Day is always the 3 week in April and Nurses Day is the first week in May. This is the biggest gifting holiday for me besides Christmas and it is the easiest. I usually have several gift suggestions in addition to the gift brochure. I have enclosed my flyer. I keep great records of what they give from year to year, a must for this holiday because everything is done by phone. I send out brochures the 2<sup>nd</sup> or 3<sup>rd</sup> week in March and again in April if I need to. Many buy early, but many buy the day before!

### MAKE UP DISPLAY SAMPLES

It is important to have one of everything you are offering made up so clients who are not familiar with your service can see them. I believe a spring sample pack; basically one of everything in the brochure is the way to do.

### DELIVERY SCHEDULE

Customers want their purchases in the morning, some on a different day. Make sure you understand what they want. Map out a route and start early. If you work and can't make your deliveries we pay a \$1.00 a stop to the girls that can make deliveries for you. Don't let this be an excuse not to do the holiday.

### GIFT CERTIFICATES FOR GLAMOUR MAKEOVERS

I put a \$5.00 or a \$10.00 gift certificate in every gift towards product if they schedule a glamour makeover. It has a May 30<sup>th</sup> expiration date. Every year I have a few interested, they usually come as a group. You must ask permission to add this to their gift.

### CUSTOMER LIST

Go through your customer profile box and find out where they work. Call them and ask who you should contact. Often they make the appointment for you. Does your father or husband belong a service organization such as Rotary? They often have a luncheon for their secretaries, which you could be the speaker and provide the gifts. Cold calling can work for this holiday. I had a consultant that use the telephone book and call attorneys and sold 100 \$10.00 gifts cold calling.

## Approaching Businesses

As I looked over my sales to businesses over the years, I have to say 9 out of 10 sales came from Mary Kay customers. Women do the buying in this world; we influence it if nothing else. Most of my business is through referrals.

### MAKE A LIST OF COMPANIES

- A. Go through your customer profile box and do some research. Where do they or their husbands work? Make some phone calls and get some information
- B. Ask if their employer does any gifting for employees and clients.
- C. Who does the buying?
- D. Would they be able to introduce your service to the right people, if not a contact name? In many cases they have made the appointment for me.

### 1. DECIDE AND DESIGN WHAT YOU WILL BE OFFERING FOR THE SEASON.

### 2. ONLY MAKE SUGGESTIONS ON PRODUCTS YOU OWN OR IS STILL AVAILABLE. CALL THE COMPANY BEFORE YOUR APPOINTMENT. YOU WANT TO BE A HERO!

### HOW TO GET THE APPOINTMENT:

Send the gift brochure and a letter of introduction explaining your holiday gift service prior to calling the business. I do not mention Mary Kay because many people do not realize we sell more than lipstick.

### KEY QUESTIONS TO ASK:

You need to know the answers to some very important questions. You want to be able to tailor your gifts for their needs.

1. Are you buying gifts for men, women or both?
2. What price ranges?
3. How many at each price ranch?
4. When do they want delivery?

The answers to these questions let you know what gift suggestions to bring which makes your presentation more professional. It also builds your confidence.

### WHAT TO TAKE:

If you have a picture portfolio that's great! The gift brochure is like taking 21 baskets to show! I suggest you bring baskets in the price range they are interested in. Do not look like a bag lady. Do not carry more than you have hands for.

### IMPORTANT THINGS TO COVER:

Write down what you promise and details of the order.

1. How many of each gift?
2. Delivery date.
3. Method of payment. Master Card, Visa or ½ down balance upon delivery.
4. If they can't decide that day, pick a day to confirm their order so you can guarantee the availability of their product choice. Make sure they realize it is limited.

There is no set way to approach businesses. Your best advertising is your open houses and gift shows. Your customers are your best connections. Go do it! It is a nice addition to your sales.

## MARY KAY'S BIRTHDAY MONTH ...CANCER RESERCH

I give 10% of my sales in the month of May to the Mary Kay Ash Charitable Foundation. I have lost 3 of my consultants to cancer so this is very dear to my heart.

I have a month long campaign and a sales goal of \$8,000.00. I have never reached it but I will keep trying until I do. I send flyers out weekly so they know how close I am getting. I also send thank you notes to all that buy, it is their purchase that made the donation. This is what the flyers says;

### A GIFT OF HOPE

In honor of the memories of 3 special consultants in my life who passed away to cancer I am donating 10% off my sales for the month of May to the Mary Kay Ash Charitable Foundation, a foundation that funds woman's cancer research and fights violence against women.

**MY GOAL IS TO SELL \$8000.00**

***Thanks to you, I have sold \$2000.00 I still need your help!***

So please purchase your favorite Mary Kay products. I still need classes booked to realize this goal.

I offer 3 product specials, plus a hostess incentive which is stated on the flyer. I send it to all my customers, family, friends, neighbors, anyone I know, whether they are a customer or not. Follow up!

