Holiday Strategy Handbook

“Plan your work, and work, your plan!” ~ Mary Kay Ash

Step 1: Choose your Strategy
Listed below are the main holiday selling ideas!
Choose 1 or 2 ideas that best fit your time, energy and personality!
   a. Holiday Coffees/Trunk/Gift shows/Pampering Parties
   b. Open Houses
   c. Gift Giving Services for Businesses, Husbands, Family & Friends
   d. TimeWise/Repair Classes/Holiday Makeovers/Holiday Happy Hours

Step 2: Set a Plan of Action
   a. Use a Weekly Plan Sheet or calendar and schedule dates and times
   b. Commit to implementing the selling ideas you have chosen!
   c. Take into account personal events, shopping, cookie making, etc.
   d. Set specific goals.
   e. Create your plan with your family
   f. Use the guidelines in this packet

Step 3: Evaluate your success and make notes for next year.
I am choosing the following ideas:
1. ___________________________________________________________
2. ___________________________________________________________

My Holiday Retail Goal is: $ __________________________

I want to build my business because __________________________
_____________________________________________________________________________________

I will change ____ lives through the MK opportunity (new t.m.’s)

What worked: __________________________
_____________________________________________________________________________________

What I’d Change: __________________________________________

Compiled by NSD Jeanie Tamborello & the Soar National Area
## Holiday Timetable

<table>
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<tr>
<th>DATES</th>
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| **Oct 1-10** | • Plan your Christmas strategy based upon your "why" and the difference you want to make.  
• Set your goals for Retail Sales, Interviews held and New Team Members for NOW-Dec. 31.  
• Call all your customers & book #backtothekitchentable & Project Runway Classes!  
• Order your Holiday Items NOW (do make sure you have all the FALL products you want & need for fun holiday makeovers!!!). For gals that don’t hold parties with you this month, set up product panel/preview appointments with them to get their opinions of what they like. This will help you with final Fall & new Holiday Inventory ordering. If you don’t have the “finances” to make a special holiday selling/ordering plan - look for the finances now - low-interest credit card, savings, low-interest loan, selling something you already have, etc.  
• There’s still time TODAY to register for Leadership Advance in Charlotte!!  
• Decide TODAY if you will qualify for SOAR: The Next Generation & you will go to NOLA with us. Qualifying for Next Gen sets you up for NOLA! |
| **Oct 11-15** | • Hold those preview appointments and #backtothekitchentable classes! Show, smell & tell with all!  
• If you ARE going to offer Christmas gift services to BUSINESSES, decide WHO now & prepare your letters now. Mail them by Saturday & start making follow up calls to local businesses the next week. Start with business owners within your customer base.  
• Get in habit of inviting guests to EVERY SPECIAL EVENT. Have guests at every meeting! Keep it going!!  
• TEAM BUILD! Build your team in October so they can take advantage of DOUBLE CREDIT AND holiday selling season and the tax advantages for the entire year.  
• Research/schedule upcoming vendor events/customer appreciation events. |
| **Oct 16-25** | • Invite guests to EVERY SPECIAL EVENT & have guests at every meeting.  
• Do you need more holiday products? If you "couldn’t" order earlier in the month, Order the official holiday products available to all. This order will be based upon your holiday season selling goal. Treat this like a retail business.  
• Start showing telling and smelling with everyone you come in contact with if you haven’t already!  
• Have a “Love” Roll-Up Bag filled with Holiday products, samples, fragrances and Look cards.  
• Hand out 5 cards a day (& get contact info) for best results. Planting seeds!  
• Have 10-15 Hostess packets and sharing packets prepared (make a label with the fast fun facts number to put on the back of your business cards)  
• Follow up with PCP customers that have received their Holiday mailing.  
• Target: Booking #backtothekitchentable Classes, Fall Makeovers, Happy Hour Pampering Parties, Lunchtime Pampering Parties, Look Book Launch Parties,...offer a variety of choices based on her personal needs. Get in front of customers with products so you can get a Wish List filled out, share the opportunity and meet more wonderful ladies through SCC guests & Fabulous Referral Lists.  
• Offer a free lipstick/lip gloss to your customers for giving you 15-30 minutes to share the MK Opportunity so they can earn extra income during the holidays - ESPECIALLY since it’s DOUBLE CREDIT month. Tie this in with the above appts. If possible.  
• Now is the time to book office visits to do Shopping Coffees, Holiday Preview Parties during break/lunch time at customers’ offices or neighborhood gatherings.  
• Continue to follow up w/businesses, always adding more to your list.  
• Schedule your Open House (for consultants with ample customers locally) Nov. 2-Dec. 4 is ideal.  
• Have fun finding Halloween ideas to pamper teachers, moms & meet women while you’re out and about. Check our your unit website, attend your success events and unit/area calls for great Halloween ideas. Prep them NOW & utilize through month end! |

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<tr>
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| Oct 26-31  | • Continue booking, Wish Lists and warm chatting with the “Love” Rollup Bag filled with holiday and fall products. THIS is the time to book up your FIRST TWO WEEKS OF NOVEMBER - begin to book Holiday Makeover parties!! (hard to say “after the Holidays” to a Holiday Makeover :-(). Begin talking to EVERYONE about preparing for the holidays!  
  • Have guests at every meeting and EVERY SPECIAL EVENT. Amp it up and offer a free lipstick/gloss for coming or a MK gift card from you (must attend entire event :-())!  
  • Order Holiday products for your own gift-giving needs: service people, teachers, etc. These are LIMITED EDITION & will run out (if some haven’t already!!!)  
  • Send out letters to husbands on your list. (from Wish Lists)  
  • Remind everyone of your gift giving/wrapping service.  
  • Utilize those fun Halloween ideas NOW - BIG TIME!!! Have good clean family fun on Halloween & meet lots of sharp moms with trick or treat bags :-()!  
  • TEAM BUILD! Build your team in October so they can take advantage of the top selling season and tax advantages (& DOUBLE CREDIT!!) |
| Nov 1-15   | It’s officially THE “HOLIDAY SEASON”!!! THANKSGIVING CHRISTMAS HANUKKAH KWANZAA NEW YEARS ARE HERE - SERIOUSLY LOTS OF HOLIDAYS!!!  
  • Continue booking, Wish Lists and warm chatting with the “Love” Rollup Bag filled with holiday and fall products. THIS is DEFINITELY the time to offer Holiday Makeovers (hard to say “after the Holidays” to a Holiday Makeover :-()  
  • Have guests at every meeting and EVERY SPECIAL EVENT.  
  • Begin following up with men (& other Santas) with the Wish Lists you have. Plant a seed even if not ready to buy yet - ask when you could call back. This would be a fun time to plan a “men’s” open house if you know a lot of husbands, sons, dads!  
  • Follow up with remaining business leads that weren’t “early deciders”. If they’re not interested in large gifts, ask if they’d be interested in you providing Satin Hands Pampering Sessions to offer an employee break.  
  • Keep track of those vendor/community events through local papers or fliers. Churches ,schools, local businesses do women’s teas, etc. Great opportunity to offer pamper station or table of treats. Be creative! (we don’t sell at these events - we meet lots of great prospective customers and team members - book on the spot if possible!)  
  • Many businesses may want to offer a special goody to customers. Keep your ears and eyes open-make suggestions. How about a pamper-me goody bag with a full-size hand cream or Mint Bliss and a $15 gift cert. to use at their makeover...or men’s fragrance sample included with a gift cert. Charge a little over cost plus supplies. Great way to meet new women. You may choose to put a min. purchase price on the gift cert.  
  • Send out open house invites first thing if you’re holding it in November. Good dates to choose: November 2nd-Dec. 4th at the latest. After that it’s too late.  
  • TEAM BUILD! What a great time to begin a business plus holiday shopping at cost & great tax benefits!  
  • Plan & prep Pink Friday/Black Friday/Cyber Monday or Thanksgiving Sale!! Do ONE of those this month!! |
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<tbody>
<tr>
<td>Nov 16-30</td>
<td>• Continue booking, Wish Lists &amp; warm chatting w/a Go Tote - lots of simple holiday gifts so people ask you “what’s that”???. Get everyone to fill out a Wish List!</td>
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<td></td>
<td>• Have guests at every meeting! Offer a free lipstick/gloss for coming.</td>
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<td></td>
<td>• Continue to offer variety of classes. And, this is DEFINITELY the time to be booking HOLIDAY MAKEOVERS!! They can’t put those off till “after the holidays” :-) &amp; Shop from your Seat gift parties!! Be talking to everyone of your gift giving/wrapping service. Silent Hostess programs are great “fillers” now. Do something fun for Thanksgiving - hostess gifts, etc.</td>
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<td></td>
<td>• Continue - keep track of community events through local papers or flyers. Churches, schools, local businesses do women’s teas, etc. What a great opportunity for you to offer your services to have a pamper station or table of treats. Be Creative!</td>
</tr>
<tr>
<td></td>
<td>• TEAM BUILD! Starting a business in November or December is like having a baby now - tax benefits for the WHOLE year! And still time for their own Christmas shopping!</td>
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<tr>
<td></td>
<td>• 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.</td>
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<td></td>
<td>• Continue Booking! (Help them prepare for Holiday parties) Wish Lists, and warm chatting with “Love” Rollup! This is great for Gift Shows (Shop from your Seat parties, Look Book Launches!).</td>
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<td></td>
<td>• TEAM BUILD! What a great time to begin a business, get the tax benefits &amp; your own last-minute Holiday shopping at cost, prepare for changes in new year; this is a great time to unpack and play with their starter kit over Christmas vacation - they have extra time!!</td>
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<td></td>
<td>• What was your goal from October-December? THIS is the time to WRAP it up!!!</td>
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<td></td>
<td>• Attend and Bring guests to any SPECIAL EVENTS.</td>
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<td></td>
<td>• Finish your Star Consultant Prize Contest by December 15th. (your star should be a Diamond -Pearl this season!!!)</td>
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<td>• Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!!</td>
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<td>• Follow up with all Wish Lists.</td>
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<td>• Have gifts (Go Tote) with you at all times, in your car, in a basket to carry with you wherever you go.</td>
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<td></td>
<td>• Have stocking stuffers available. (Hand Creams, Energizing Foot...etc.) Slip in a corsage type goody box/bag and tie with ribbon.</td>
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<td></td>
<td>• Deliver any 12 Days of Holidays gifts.</td>
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<td></td>
<td>• Book last-minute fun shopping coffees on lunch hours, “happy” hours, etc (I just mean right after work :-)).</td>
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<td>• Attend your unit’s Christmas party :-)</td>
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<p>| Dec 1-15   | • Reminder: Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. (Refer to above!) Red carnations &amp; a drawing @ restaurants? It’s a great way to meet new women. |
|            | • TEAM BUILD! What a great time to begin a business, get the tax benefits &amp; your own last-minute Holiday shopping at cost, prepare for changes in new year; this is a great time to unpack and play with their starter kit over Christmas vacation - they have extra time!! |
|            | • What was your goal from October-December? THIS is the time to WRAP it up!!!                                                                 |
|            | • Finish your Star Consultant Prize Contest by December 15th. (your star should be a Diamond -Pearl this season!!!)                             |
|            | • Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!!                                                |
|            | • Follow up with all Wish Lists.                                                                                                            |
|            | • Continue Booking! (Help them prepare for Holiday parties) Wish Lists, and warm chatting with “Love” Rollup! This is great for Gift Shows (Shop from your Seat parties, Look Book Launches!). |
|            | • Have gifts (Go Tote) with you at all times, in your car, in a basket to carry with you wherever you go.                                   |
|            | • Have stocking stuffers available. (Hand Creams, Energizing Foot...etc.) Slip in a corsage type goody box/bag and tie with ribbon.           |
|            | • Deliver any 12 Days of Holidays gifts.                                                                                                    |
|            | • Book last-minute fun shopping coffees on lunch hours, “happy” hours, etc (I just mean right after work :-))).                             |
|            | • Offer to have a fancy party dress night for make-up training to get ready for New Years, too.                                              |
|            | • Hold last-minute parties!                                                                                                                 |
|            | • Plan /hold 12 Days of Christmas Sale or AFTER Christmas Sale if you didn’t do a November sale.                                           |
|            | • Attend your unit’s Christmas party :-)                                                                                                  |</p>
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<tr>
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<th>ACTION</th>
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| Dec 16-23  | • Call all your customers for their own personal needs. They often forget to call to reorder during the hustle and bustle. Remind them of your last-minute gift ideas and stocking stuffers. Ask if she sees any gifts under the tree with her name on it. If not, find out who her Santa is and get her Wish List. It’s a great time to start booking NEW YEAR #backtothekitchentable parties!  
  • Deliver to offices as often as possible and bring your basket in with stocking stuffers and sets. Always have gifts in your car. You can offer a discount on gift sets left if you choose.  
  • If you’re not quite done with your Oct-Dec. Goal, finish it up now & celebrate your Red Jacket, Chevy Cruze, New Unit, etc. With your family & your MK girlfriends who’ve been cheering you on the whole way!!! |
| Dec 24-25  | • Spend time with your family  
  • Be prepared for some last minute “panic” calls from your customers.                                                                 |
| Dec 26-Jan 1 | • Follow up with gift certificates put in gifts given.  
  • Book New Year, New You Classes  
  • Hold After-Christmas Sale or “white sale” if you DIDN’T do a November sale or a 12 Days of Christmas Sale (12 Days Sale DIFFERENT from 12 Days Gift Sets!!) |

Have a Great Holiday Season.

It will be what you choose and commit it to be.
## Christmas Strategy Contact List

### Businesses to Contact For Gift Giving Service

<table>
<thead>
<tr>
<th>Business</th>
<th>Phone</th>
<th>Point of Contact</th>
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<tbody>
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### Husbands/Boyfriends/Other “Santa’s”

<table>
<thead>
<tr>
<th>Customer’s Name</th>
<th>Santa’s Name</th>
<th>Phone</th>
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### Prospect’s Name

<table>
<thead>
<tr>
<th>Prospect’s Name</th>
<th>Phone</th>
<th>Type of Appointment</th>
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<tbody>
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Selling $10,000 this Holiday Season will give you a TOTALLY Debt Free Christmas. Imagine, shopping for your family with over $4,000 cash!!

### $10,000 Christmas Cash Plan

<table>
<thead>
<tr>
<th></th>
<th>Total in November/December</th>
<th>Total Held Each Month</th>
<th>Average Sales per Event</th>
<th>Total Holiday Related Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Book Shows</td>
<td>15</td>
<td>7-8</td>
<td>$100</td>
<td>$1500.00</td>
</tr>
<tr>
<td>(Silent Packets)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-the-Go/Santa Wish</td>
<td>20</td>
<td>10</td>
<td>$50</td>
<td>$1000.00</td>
</tr>
<tr>
<td>Lists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Coffees</td>
<td>10</td>
<td>5</td>
<td>$200</td>
<td>$2000.00</td>
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<tr>
<td>Holiday Open House</td>
<td>1</td>
<td>(choose a date)</td>
<td>$500</td>
<td>$500.00</td>
</tr>
<tr>
<td>Skin Care Classes/Parties</td>
<td>10</td>
<td>5</td>
<td>$200</td>
<td>$2000.00</td>
</tr>
<tr>
<td>Men - $200 Set</td>
<td>5</td>
<td>2-3</td>
<td>$200</td>
<td>$1000.00</td>
</tr>
<tr>
<td>Men - $150 Set</td>
<td>5</td>
<td>2-3</td>
<td>$150</td>
<td>$750.00</td>
</tr>
<tr>
<td>Men - $100 Set</td>
<td>10</td>
<td>5</td>
<td>$100</td>
<td>$1000.00</td>
</tr>
<tr>
<td>Unit Guest Events</td>
<td>3</td>
<td>(see schedule for these events)</td>
<td>$100</td>
<td>$300.00</td>
</tr>
<tr>
<td>(Nov.- Dec.)</td>
<td></td>
<td></td>
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</table>

**Get Started in November...**
- Schedule your Open House
- Schedule 5 Holiday Coffees for November
- Schedule 5 Classes/Parties for November
- Begin constructing your list of Men to call
- Pass out Santa Wish Lists to EVERYONE...follow up!
- Book your 7-8 Holiday Book Shows - Get those packets out in November
- Line up guests...November Guest Events

**GRAND TOTAL**

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>$10,050.00</td>
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</table>

**Estimated Expense/ Product Giveaway 10%**

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>($5025.00)</td>
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</tbody>
</table>

**NET PROFIT**

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>$4,020.00</td>
<td></td>
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</tbody>
</table>
Serious Cash Essentials
...for great profits this holiday season

Idea #1 Holiday Skin Care Classes
- Teach Skin Care
- Holiday Glamour Looks

Idea #2 Holiday Coffees/Happy Hours/Shop from your Seat Parties
- Miracle Set on the hand
- Satin Hands
- Body Care and Fragrance Line
- Packages Gift Sets

Idea #3 Holiday On the Go Appointments
- Tote Bag/Basket filled with Holiday Products
- Carry TW Microderm / Mascara / Glosses / Hand Cream all gift-wrapped for instant sales

Idea #4 12 Days Packages
- To make the husband a hero
- From wife to husband so he feels special
- For daughters so they feel special too

Idea #5 Holiday Open Houses
- <25 Client hold a 4 hour Open House
- 25-50 Clients hold a 4-8 hour Open House
- 50+ Clients hold for 2 days, 4-6 hours per day
- Simple Refreshments, cookies and cider
- May have special offers, gifts with purchases
- Door prizes and drawings

Idea #6 Employee Gifts
- Offer gift-buying service to doctors, dentists, and other professionals too busy to shop

Idea #7 Wish Lists
- Give them to guests at your classes and facials
- Take them on deliveries and On the Goes
- Call “Santa” and offer your services

Idea #8 Silent Holiday Hostesses
- Find Silent Hostesses in offices, schools, clubs
- Give your Hostess 20% credit towards products from all sales because there’s no work involved

Idea #9 Private Holiday Makeovers
- One on One Makeovers with your favorite clients and new women you meet

Idea #10 Pillow Gifts
- Body Care Products
- Visibly Fit Lotion
- Satin Hands
- Limited-Edition Colors
- Wrap in a sheet bag with ribbon

Idea #11 Emergency Gifts
- Gifts to bring to someone’s home for the hostess
- Gifts for someone who brings you a gift but you forgot to get them something
- Satin Hands, Hand Cream, Visibly Fit Lotion, Satin Hands and Body Care

Idea #12 Gifts for the Office
- The boss, secretary, fellow employees, custodian
- Secret Santa’s

Idea #13 Personal Gift Giving
- SHOP AT 50% OFF!
- Family, friends, neighbors, caregivers, house sitters, postal workers, housekeeper
Secret Santa Booking
It is Fun, It is Easy... It is “Secret Santa” Booking!

• ASK your class guests for 10 names of friends who they would love to “pamper” with a “Secret Santa Pampering Package”. Or ... call ten customers or friends and ask for 10 names — that’s 100 new prospects! Or ... pick people who are SO sharp you’ve been a chicken to ask!

• Then, you get to be the elf: “Hi, this is ( ) with MK. You don’t know me, but a friend of yours has given you the GIFT of a MK Secret Santa Pampering Package for the holidays. She instructed me to NOT tell you who she is, because she didn’t want you to feel obligated to get her something. Soooo, I’m calling to tell you what your gift includes! You get your skin care and color profile for the New Year, along with a $10 product gift certificate... This will take about 35-40 minutes for the full consultation. She wanted to make sure that you had this pampering BEFORE Christmas Eve (or you can say New Year’s Eve)... so... is a week night or weekend better for you? 7 or 7:30?

• After you book her for the facial, tell her: “You know, since we've never met, if you'd be more comfortable sharing your facial with a few friends, I'll have some FREE Mary Kay products as an additional gift to you from me!”

• COACH the facial/class with a postcard...remember to book her for her advanced glamour class for the new year.

RESULTS??? Your books will be jammed until Christmas Eve and you’ll have tons of January classes waiting for your business to absolutely EXPLODE!!!
Holiday Wish List
Who’s Your Santa?

Fill out the form below and return it to me. I’ll contact your “Santa” and suggest the items from your wish list!

My Name ____________________________________________
My Santa’s Name ______________________________________
My Santa’s Telephone Number __________________________
The Best Time to Reach My Santa ________________________
My Wish List: __________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Don’t forget these special people when it’s your turn to be Santa!

• Priest/Minister/Rabbi
• Teacher
• Secretary
• Boss
• Co-workers
• Baby Sitter
• Paper Carrier
• House sitter
• Mail Carrier
• Landlord/Apartment Manager
• Neighbor
• College roommates
• Hairstylist
• Manicurist
• Housekeeper
• Unexpected Holiday Guest
• Seamstress/Taylor
• Doorman
• Car Pool Riders
• Security Guard
• Masseuse
Overcoming December Booking Objections

Due to additional activities during the holidays, especially during December, you may encounter more booking objections than usual. Your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care or glamour class, holiday gift show or open house can fit into their hectic holiday schedules. But you can turn any objection into a great reason to book an appointment. Here are common objections along with suggested dialogues you can use to overcome them.

I don’t have any money to spend. “Susan, in addition to buying gifts for others, don’t you think you deserve to pamper yourself a little? Our hostess gift program allows you to earn products by holding a class or presentation to which you can invite several friends. You also can earn your favorite products by doing something we call ‘outside sales’. Would you like to know more?

I’ve already finished my holiday shopping. “How wonderful that you’re so organized, Cathy! but perhaps you still have some stocking stuffers or a gift or two you still need to pick up. It’s always nice to be prepared with extra little gifts for those unexpected situations. Plus, if you have a few friends who may not be as organized as you, I bet they’d appreciate an opportunity to avoid crowded stores and do their holiday shopping in your home. Remember, you can earn credit toward products by being a hostess.”

I have too many things going on right now! “This definitely is a busy time for everyone, Lisa. And while you’re attending to all the times on your schedule, don’t you want to look and feel your very best? A skin care class or a glamour class are great ways to pamper yourself, and they only take a short time. Let’s look at my datebook and find a convenient time for you. Also, you may want to invite a few friends or neighbors over to join us.”

My relatives are coming to visit from out of town. “Great! Everyone can enjoy being together while learning skin care. Why not schedule a complimentary facial before your planned shopping excursion? What a great way to begin a fun day of shopping!”

It’s so cold out—no one wants to go anywhere. “You’ll be surprised, Nancy, at how many people are willing to get out of their homes if they know there will be something fun at their destination. You can remind your guests that the atmosphere will be much more cozy and less crowded than shopping centers. and, in addition to learning about skin care or glamour, they can do their holiday shopping because we’ll have holiday displays set up and gift ideas for everyone on their list.”
Quick Holiday Makeovers
by SNSD Emeritus Pat Danforth

When our children were young we had a family “tradition” that Christmas morning didn’t begin until all of the family was awake. Needless to say, most times I was awaked by two pairs of eyes staring silently at my sleeping body! Given less than five minutes to make myself presentable for family snapshots, I opted to wear the nightgown ... and invest my time in doing something efficient ...yet effective ... with my face!

From those experiences came a presentation on 5-10-15 Minute Makeovers for Christmas Morning, Christmas Day, and New Year’s Eve.

Christmas Morning – Cleanse and apply a touch of CC Cream/foundation. Follow with some brow pencil, if needed, a quick wave of the mascara wand, some blush, and lipstick or lip gloss.

Christmas Day – While dinner is cooking you can apply eye shadow, eye liner, and more mascara. Perhaps add a bit more cheek color. Make more of your lips with pencil and a brighter color. Dust with powder for a flawless finish.

New Year’s Eve – If you are going for a more glamorous look for the evening, be sure to start with your brows. Features tend to disappear in low light, and brows are no exception. Unless you have very dark, heavy brows, you may want to add a bit of color ... your brows should “frame your eyes” as your hair “frames your face”. Eye shadows, as well as liner, can be made more intense to accent the eyes. And a really effective look for lashes is to apply black/brown mascara heavily, then tip with black. The black/brown gives a more soft, natural look, while the black accents the length. Cheek color should be brighter, with powder over the entire face to blend the look together. Lip color needs to be richer ... try filling in the entire lip area with your lip liner, then apply a darker color of lipstick with a lighter color glazed over it. Use your lip gloss only in the centers of your lips (it spreads with body heat). You will be amazed at how natural, yet glamorous, you look!!
MARY KAY 5-10-15 MINUTE MAKEOVERS
by SNSD Emeritus Pat Danforth

5 MINUTE CASUAL LOOK (Christmas morning):
*Foundation* - MK CC Cream/Foundation or Mineral Powder - barely there
*Eyebrows* - brush only unless need a touch of MK Brow Liner
*Cheeks* - MK Mineral Cheek Color - barely there
*Eyes* - MK Mineral Eye Color and/or Cream Eye Shadows - lash to brow
*Lashes* - MK Mascara - in brown/black or black
*Lips* - MK Lipstick or NouriShine Lip Gloss—in a soft color

10 MINUTE PROFESSIONAL LOOK (Christmas Day):
*Camouflage* - to correct blue-tone areas use Yellow Concealer applied with a Q-tip or brush
*Foundation* - MK Foundation or Mineral Powder - natural look
*Camouflage* - to re-touch discolorations use a flesh-tone Concealer - with Q-tip or brush
*Eyebrows* - brush, then apply MK Brow Liner, brush again to soften
*Cheeks* - MK Mineral Cheek Color - natural look, soft edges
*Eyes* - MK Mineral Eye Color and/or Cream Eye Shadows - Base color is lash to brow; Contour color is wedge shape in crease; Line with MK Eye Pencil or Gel Eyeliner - softly behind upper & lower lashes
*Set & Soften* - dust face and eyelids with MK Mineral Loose or Pressed Powder
*Lashes* - MK Mascara - use brown/black on upper/lower lashes, tip with black
*Lips* - line and fill in lips with MK Lip Pencil to correct and enhance - apply MK Lipstick and/or NouriShine Lip Gloss

15 MINUTE GLAMOROUS LOOK (New Year’s Eve):
*Camouflage* - to correct blue-tone areas use Yellow Concealer applied with a Q-tip or brush
*Foundation* - MK Foundation or Mineral Powder - add more if needed to natural look
*Camouflage* - to re-touch discolorations use a flesh-tone Concealer - with Q-tip or brush
*Eyebrows* - brush, then apply MK Brow Liner, brush again to soften
*Highlight eye area* - use Facial Highlighting Pen above outer brow and above cheekbone
*Cheeks* - MK Mineral Cheek Color - deepen color, still soft edges
*Eyes* - MK Mineral Eye Color and/or Cream Eye Shadows - Base color is lash to brow; Contour color is wedge shape in crease; Accent is subtle behind upper & lower lashes, Line with MK Eye Pencil or Gel Eyeliner - more defined behind upper & lower lashes
*Set & Soften* - dust face and eyelids with MK Mineral Loose or Pressed Powder
*Lashes* - MK Mascara-use brown/black on upper/lower lashes, tip with black
*Lips* - line and fill in lips with MK Lip Pencil to correct and enhance - apply a dramatic color of MK Lipstick - apply NouriShine Lip Gloss to lip centers
Add some Jingle to Your Pockets

How would you like to have an extra $250-$2,500 Cash for the holidays this year? Consider joining Mary Kay Cosmetics for some extra income!

DEVOTE:
5 Hours per week to teaching / showing the products, 2 hours per week for training, 1 hour per week coordinating/organizing (in your home)

INVEST:
$100 plus tax & shipping for Starter Kit
($600-$3600 inventory optional investment. What the EYE sees, the EYE buys!) Immediate Profit: 50% of retail
Selling Season starts now & goes strong through January 1st.

TEACH:
1 Skin Care Class per week (4+ women present / 2 hr each) Average sales of $200+ 1 Gift Show per week (6-10 women present / 2 hr each) Average sales of $300+ 1 Mini Class (1-2 women present / 1 hr) Average sales $100+
Total weekly Average Sales $600+

PROFIT:
$600 Sales minus 50% cost of product = $300 gross profit for just 5 hours of teaching time! Net weekly profit after expenses (hostess gifts & supplies) of 10% subtracted is $240. Average of ($48 per hour).

$240 X 12 weeks = $2,880 net profit for about 60 hours of teaching & training outside of your home!!

This is a great part-time seasonal opportunity! Having product inventory is an OPTION, NOT A REQUIREMENT. Women are impulsive & will purchase more if you offer on-the-spot delivery! At the end of the season, you may put your part-time business on hold & just do reorders till the next holiday selling season, or decide if you want to keep up the pace to add an extra $500-1,000 to your budget every month!

If you have not had lots of fun, made an excellent hourly income, helped women feel better about themselves, or just plain decide that a part-time career with Mary Kay Cosmetics is not for you, just stop working your business. No strings attached - totally risk-free!
This action plan is designed to complete your car qualifications in 3 months rather than 4!
3 months to qualify you will need $7,750 Average Wholesale/month + 16 team members

MUSTS:
• Be active
• Have 16 active personal team members by December 25th
• Total production from you and your team must equal $23,000 wholesale production.
  Your team must contribute 18,000+ production during the qualification period
• Minimum $5,000 team wholesale production is required each month
• To be on-target in October, you must have 5 active team members and a total
  of $5,000 wholesale team production into the distribution center by October 31st

PERSONAL GOALS:
• Call your Director 2-3 times weekly
• Minimum 5 new contacts a day
• Book 2 appointments a day
• Sell $500-$1000 a week
• Interview 5 a week
• Send your Director your Weekly Accomplishment Sheets
• $4800 Personal Wholesale will make you an Pearl Star
• Strive for a Gold Medal+ monthly
• Recruit emotionally health people who want more and are willing to work & serve others
Cruze This Christmas
October - November - December

OCTOBER
• Place a personal total of $2,000 wholesale for month: $1000 by 15th & an additional $1000 by last day of month
• Recruit two Star Consultants
• Recruit three qualified Team Members

October Wholesale Production
Personal $2,000
New Star $1,800
New Star $1,800
New Qualified $600
New Qualified $600
New Qualified $600
$7,400

• Your other existing/active team members will likely take you to $8,000+ (3 mo. plan)
• If you have zero consultants on your team October 1st, you can earn a Gold Medal+ (5+ recruits this month)

Remember, not everyone will stay excited or begin “qualified” or even active - recruit MORE than qualifications suggest

MUSTS:
• Be active
• Have 16 active personal team members by Dec. 25!
• Total production from you and your team must equal $23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
• Minimum $5,000 team wholesale production is required each month
• To be on-target in October, you must have 5 active team members and a total of $5,000 whole- sale team production into the distribution center by last day of month

PERSONAL GOALS:
• Call your Director 2-3 times weekly
• Minimum 5 new contacts a day
• Book 2 appointments a day
• Sell $500-1000 a week
• Interview 5 a week
• Send your Director your W.A.S.
• $4800+ Personal Wholesale will make you an Pearl Star
• Strive for a Gold Medal
• Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!
NOVEMBER
• Place a personal total of $1,500 wholesale for month: $750 by 15th & an additional $750 by last day of month
• Personally Recruit 5—GOLD Medal
• Including 2 Star Consultants
• Including three qualified Team Members

November Wholesale Production
Personal $1,500
New Star $1,800
New Star $1,800
New Qualified $600
New Qualified $600
New Qualified $600
$6,900

• Your other existing/active team members will likely take you to $8,000+ (3 mo. plan)

Remember, not everyone will stay excited or begin “qualified” or even active - recruit MORE than qualifications suggest

MUSTS:
• Be active
• Have 16 active personal team members by Dec. 25!
• Total production from you and your team must equal $23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
• Minimum $5,000 team wholesale production is required each month
• To be on-target in October, you must have 5 active team members and a total of $5,000 wholesale production into the distribution center by last day of month

PERSONAL GOALS:
• Call your Director 2-3 times weekly
• Minimum 5 new contacts a day
• Book 2 appointments a day
• Sell $500-1000 a week
• Interview 5 a week
• Send your Director your W.A.S.
• $4,800+ Personal Wholesale will make you an Pearl Star
• Strive for a Gold Medal
• Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!
DECEMBER
• Place a personal total of $1,500 wholesale for month: $750 by 15th & an additional $750 by 25th of month
• Personally Recruit 2 Stars by the 15th
• Recruit 3 Qualified, finishing GOLD Medal and completing your NEW team of 15+ - your extra “active” gals before & during get you to 16!

December Wholesale Production
Personal $1,500
New Star $1,800
New Star $1,800
New Qualified $600
New Qualified $600
New Qualified $600
$6,900

With these “new numbers” you’re DONE when your existing team does an additional $100 wholesale - taking the whole team up to 8000 this month! Why not break a record???

FINISH EARLY! EARN YOUR CAR & Complete @ least 1 Month of DIQ!
(Didn’t finish? Not to worry you still have another month!!) Work peacefully, with passionate purpose! Your Director will support! You CAN do it!

MUSTS:
• Be active
• Have 16 active personal team members by Dec. 25!
• Total production from you and your team must equal $23,000 wholesale production. Your team must contribute 18,000 production during the qualification period
• Minimum $5,000 team wholesale production is required each month
• To be on-target in October, you must have 5 active team members and a total of $5,000 whole-sale team production into the distribution center by last day of month

PERSONAL GOALS:
• Call your Director 2-3 times weekly
• Minimum 5 new contacts a day
• Book 2 appointments a day
• Sell $500-1000 a week
• Interview 5 a week
• Send your Director your W.A.S.
• $4800+ Personal Wholesale will make you an Pearl Star
• Strive for a Gold Medal
• Recruit emotionally healthy people who want more and are willing to work for it & love to serve others!
Christmas is the best time of the year to give your customers the service they want and the service we love to give them. If you want to have some extra big bucks in your pocket, this is the season to be creative and meet your customers’ needs.

When I had my flower shop, we planned for months, bought extra inventory, hired extra employees, and PLANNED for big sales. Did you get that? We PLANNED to sell and we sold! Everyone buys at Christmas and everyone is too busy at Christmas. Isn’t that GREAT? That’s where we come in.

Service is your middle name during the Christmas Season. Sell your service and you will sell your product and meet lots of new customers for future sales.

Many of my customers lived far away to come to my Christmas Open House. So I decided to take it to them. Here’s how.

FIRST—Make appointments with them to come to their place of work or home (instead of just dropping by). This is essential so they can be thinking of gifts to purchase and you won’t waste your time. If they don’t schedule a specific time, I invite them to come and look when I drop their reorders. If they work in an office this is a great way to get extra “on the spot sales” and meet new customers. I call them for the appointment: ‘Hi _, this is ___ your Mary Kay Beauty Consultant, do you have a minute? Great! Have you finished your Christmas shopping yet? I’m so excited I have a new service for you. I will bring my Christmas Open House to you. You won’t even have to leave your office (home) to shop. I’ll have lots of samples to give you and even serve hot cider and cookies. Which is best for you, the beginning of the week or the end, morning or afternoon (get a time on your date book then say): if you have a few friends with you to get their Christmas shopping finished, I’ll have a special gift just for you.’

SECOND—Decorate the trunk of your car. (See photos for example). This should be very classy so when you open your trunk they gasp with amazement. Keep the color scheme simple. Or use the current MK holiday color scheme. Place quilt batting in and around the product boxes...this looks like snow. Use large boxes (foil Christmas type) to display the product and then you just lift out the boxes product and all to remove from trunk every night. Label the boxes with a tag such as “Gifts Under $20...Gifts Under $50”…etc. to make it easy for them to shop a “price range.”

THIRD—Put sets together using baskets, MK vinyl bags or other ways to make the product irresistible. Wrap every thing. That way they aren’t tempted to TRY the product. That’s where your samples or full size demos come in handy.

Have a separate basket for: calculator, sales tickets, pens, bags, Look Books, Christmas Wish List, and your date book for follow up appointments. You might want to have a thermos with hot cider/cocoa and cookies. Have Styrofoam cups, Christmas napkins and candy cane to stir!! They will enjoy this extra treat, especially if it’s cold!

PLAN to have your best Christmas selling season ever!
CONSUMER-TREND SURVEY:
94% of executives polled say no one ever contacted them about their holiday gift-giving needs.

88% of executives order their company’s holiday gifts themselves and 12 delegate the responsibility.
Largest group of executives said they spend $25 to $50 on employees and $35 to 55 on clients.
There is a 2.5 billion market to tap, that’s what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of $25 (check this number with your tax preparer for current amount) per gift but most feels this is too low and spends more.

Spending is consistent, they don’t believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of “It’s not just the money, I really care about you.” They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!

2. Corporate buyers are spending other people’s money. Most companies have written gift policies many believe the government tax-deduction limit of $25 is too low and often spend more. “The Concise Guide to Executive Etiquette” (Doubleday), say upper managers prefer gifts in the $50 range, senior executives spend $100 or more.

3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.

4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features.

5. Corporate sales involve a multistep process. Make your contact via phone or direct mail. You must get past the gatekeeper. “What is your call regarding?” Respond, “This is about the gifts she is needing.” Or, “This is about a gift for you”.

6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorizes payment. Some corporations have a committee you have to give a presentation to. Don’t fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.
Happy Halloween and Ho, Ho, Ho!

It is really difficult to tell exactly which holiday it is! As I stroll through the grocery store, it seems to be Halloween, Thanksgiving and Christmas all rolled into one. (It may be more efficient!) Christmas is less than three months away, and stress seems to increase with each passing day!

Knowing that your time is precious, let me minimize your stresses and take care of your Christmas worries in advance with my “Exclusive Personalized Gift Buying Service.” In just minutes, I can help you select a gift to recognize every member of your organization, giving special attention to this year’s outstanding staff members and/or clients!

Simple to extravagant gift packages can be created to match any sized budget. But, I think you will agree that the best part of my service is FREE. Beautifully wrapped gifts come complete with cards signed by you, and will be delivered to your home or office in time for the holidays! All products come with a 100 percent satisfaction guarantee!

I look forward to helping you select gifts that will demonstrate your deep appreciation for all that your employees do for you and your company. I know they will be delighted this Holiday Season knowing that their hard work is recognized and appreciated by you.

Please enjoy the wonderful luxury of my Executive Gift Buying Service this year. I am currently taking orders. I will be contacting you in the next week to schedule an appointment, at your convenience, to discuss your gift giving needs. If you would like to meet with me sooner, please contact me at ______

Festively Yours,
EARN EXTRA Holiday CASH

WHY MARY KAY?
★ EARN 50% ON PRODUCT YOU SELL
★ FLEXIBLE HOLIDAY SCHEDULE
★ EXTRA CASH FOR THE HOLIDAYS
★ OPT TAX WRITEOFFS FOR HOLIDAY TRAVEL
★ OPT TAX WRITEOFFS FOR SMALL BUSINESS
★ MAKE TONS OF NEW FRIENDS
★ BE YOUR OWN BOSS
★ OPPORTUNITY TO EARN THE USE OF A CAREER CAR
★ OPPORTUNITY FOR ADVANCEMENT
★ PERSONAL GROWTH

SIGNING BONUS
FREE MINI WHITE TEA & CITRUS SATIN HANDS SET "SELLING PACK" FROM YOUR IND. NATIONAL SALES DIRECTOR AND THE OPPORTUNITY TO EARN "DOUBLE CREDIT" FROM MARY KAY ON ALL WHOLESALE PURCHASES (IN ADDITIONAL TO REGULAR FREE PRODUCT BONUSES, NEW BUSINESS COACHING SESSION WITH YOUR DIRECTOR & THE OPPORTUNITY FOR YOUR RECRUITER AND/OR DIRECTOR TO ATTEND YOUR FIRST LIVE PARTY!)
*OFFER EXPIRES OCT 31, 2016

WANT TO EARN SOME EXTRA CASH FOR THE HOLIDAYS?
TRY MARY KAY FOR THE FALL/HOLIDAY SEASON WITH NO OBLIGATION TO CONTINUE AND RECEIVE TONS OF BENEFITS!

HOW DO I GET STARTED?
INVEST $100 (+ TAX & SHIPPING) ON THE STARTER KIT. YOU WILL RECEIVE $422+ IN FULL-SIZE RETAIL PRODUCT PLUS ALL THE TOOLS NEED TO START YOUR BUSINESS!

STARTER KIT CONTENTS

RETAIL PRODUCT
2 3-IN-1 CLEANSERS
2 AGE-FIGHTING MOISTURIZERS
DAY SOLUTION W/ SPF 35
NIGHT SOLUTION
OIL-FREE EYE MAKEUP REMOVER
ULTIMATE MASCARA
FOUNDATION BUNDLE (YOUR CHOICE OF MINERAL/LIQUID)
BUSINESS CARDS
10 LOOK BOOKS
10 BEAUTY BOOKS
25 SALE TICKETS
25 CUSTOMER PROFILES
DATEBOOK
CONSULTANT EDUCATION
“START SOMETHING BEAUTIFUL” DVD
MIRACLES HAPPEN - AUTOBIOGRAPHY
START SOMETHING BEAUTIFUL MAGAZINE
READY, SET, SELL! INVENTORY OPTIONS BROCHURE

4 MIRRORS WITH TRAY
30 DISPOSABLE TRAYS
30 FACIAL CLOTHS
FOUNDATION FINDER
15 SPONGE-TIP APPLICATORS
15 MASCARA WANDS
10 COLOR CARDS
TWR SAMPLER SET
MDA PLUS SAMPLER SET
LIP GLOSS SAMPLERS
SATIN HANDS SAMPLE SET
Pampering Pumpkin
No Tricks...Just Treats
by Melinda Mercedes Balling

Colorful plastic pumpkins are available from Walmart (pink, blue, purple, green) @ $1.00. Add colorful ribbon to the handle, a few chocolates, Mary Kay Product, and this adorable Halloween gift is ready to go! Don’t forget to include your business card with an invitation for a complimentary facial.

Call customers, family members, husbands, significant other, people you do business with (your attorney, accountant, dentist, etc.).

Suggested Script:

Hi, it’s ___________, with Mary Kay and I have a fun idea I would love to share with you. Could you give me a minute? Great! ___________, With Halloween just a few days away, I wanted to tell you about our Pampering Pumpkin gift idea. We have the most adorable pumpkins in various colors that we are filling with Mary Kay products. We are customizing these fun containers with anything and everything from body care, skin care, color cosmetics, cosmetic brush sets and more. Something for everyone...teens, mothers, daughters, aunts, grandmothers, dad, husbands, significant others, anyone you want to surprise with a treat. Prices begin as low as $20 and can go up from there depending on your budget. Our colorful pumpkins are “dolled up” with ribbon and will definitely bring a smile to the little kid in everyone. Tell me, ___________, who can you think of that would love to receive a Pampering Pumpkin gift from you! I’d love to customize at least one for you!

Packaging:
You can purchase coarse black netting, usually about $.89 per yard (which depending on gift contents, will typically work for at least 3 pumpkins). Put the Product in the netting and place in Pumpkin with netting coming out of the top of the pumpkin. You can also use cellophane and close off with a bow around the cellophane.

Product Suggestions:
Every “set” we have fits in this particular pumpkin...Miracle Set, Time Wise Repair, Clear Proof, Botanicals, Satin Hands, or a combination of products. Depending on your client’s budget, you can create great “sets”...for example, Satin Hands & Satin Lips or Hand Cream, Mint Bliss, Mary Kay 2-in-one Body Wash & Shave, Mary Kay Hydrating Lotion. All these products make a great “Pampering Pumpkin”! Don’t forget our amazing Brush Set. Note: You can find smaller pumpkins at Hobby Lobby and Michaels (little buckets), for items such as Mary Kay @ Play color products. Having Fun, Making Money! 😊
**5 HOUR SALE**
Thanksgiving Day

**9-10AM**
TimeWise Repair
$205 $165

**10-11AM**
TimeWise Anti-Aging
$95 $76

**11-12PM**
Botanical Effects
$58 $46

**12-1PM**
ClearProof Acne
$46 $36

**1-2PM**
Radiant Luxury Spa Set
$177 $141

*Sale prices only available for the specified hour*

Purchase two sets and receive an additional item for free. Refer a friend who orders during the sales time and get an additional item for free.

FREE SHIPPING ON ALL ORDERS

Order online @ www.marykay.com/__________ - discount will be applied when processing payment (will not show online when placing order) will receive an email confirmation with final total.
SHOP IN YOUR 
NOT ON YOUR 
Feet

Let me ease your Holiday Shopping with specials on
PINK FRIDAY, November 25th!

Pink FRIDAY 5am-10pm

Early Bird Special 5-8am: buy one get one half price on all brand
new Winter Holiday regular line items

10 Hand Creams (white tea or fragrance free) and or mint bliss
lotions for $35 - can mix and match

Satin Hands Sets normally $36 now $23
Satin Lip Sets normally $18 now $13

Free shipping on any order FREE gift with $40 purchase after discount

Order online @ www.marykay.com/
Discount will be applied when processing payment (will
not show online when placing order) will receive an
email confirmation with final total.

SHOP IN YOUR 
NOT ON YOUR 
Feet

Let me ease your Holiday Shopping with specials on
PINK FRIDAY, November 25th!

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Satin Hands Sets normally $36 now $23
Satin Lip Sets normally $18 now $13

Free shipping on any order FREE gift with $40 purchase after discount

Order online @ www.marykay.com/
Discount will be applied when processing payment (will
not show online when placing order) will receive an
email confirmation with final total.
CYBER MONDAY SALE
LAST CHANCE ITEMS-GET THEM BEFORE THEY’RE GONE
*WHILE SUPPLIES LAST
BUY ONE GET ONE OF EQUAL OR LESSER VALUE 50% OFF
CONTACT ME TODAY TO FIND OUT WHAT IS LEFT!

FREE SHIPPING ON ANY ORDER | FREE GIFT WITH $40 PURCHASE AFTER DISCOUNT
ITEMS WILL NO LONGER BE FOUND ONLINE
EMAIL OR TEXT WITH ORDER ________________________________
**Holiday Coffee**

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection. Set your goal and make this a profitable selling season!

### What You'll Need:
- A large laundry or wicker basket
- Holiday table cloth – red, green or black
- A holiday candle and matches
- A holiday selection of MK products
- Your display packages
- Full-Size Satin Hands Set
- Testers of Each Fragrance
- Small tin of whole, plain coffee beans
- Hostess Gift
- Holiday Music CD

### Bring in separate tote:
- Sales Tickets
- Calculator
- Ink Pens
- Sales aid package with colors
- Folders for each guest containing:
  - Look Book
  - Wish List
  - Business Card
  - $5 Gift Certificate
  - Skin Care Profile

### What to do:

*Make a list of prospective hostesses. Call each and say something like, “____________. I’m so excited! Mary Kay is launching our Holiday collection and I’m offering a special. How would you like to shop at 20%–50% off? Simply invite a few friends over for a 30-minute gift presentation to save her the time and hassle associated with mall shopping. You’ll receive 20% off your entire order for having 2 friends join you, 30% for 3 and with 5 or more you’ll shop at ½ price! Would this week or next be better for you? Great! I can’t wait to show you everything!”*

*As each guest arrives, warmly greet her and ask her if she’s tried the new Mary Kay skin care products. Ask her to complete a skin care profile and then let the hostess treat her to a satin hand treatment. (These will be your next appointments for skin care, glamour, etc. – especially in January). Spread your cloth on her table and light the candle. When they return to your presentation area, give each one a folder.*

*Start your presentation with a short introduction such as, “Mary Kay specializes in skin care and glamour techniques, but we are launching our Holiday line now. Some of you may not even be thinking about Christmas, but in December you’ll be glad you were here! Just for coming you are entitled to a free make-over and for those who spend $25 or more you’ll receive a $5 gift certificate to use at your make-over.” Give a quick “I” story.*

*Take each gift out of the basket, one at a time. Make sure you have gifts in a wide price range geared for everyone (Example: teens, grandparents, men, teachers, gift exchange at work, stocking stuffers, etc.) Describe what each gift is, how it is used, how much it costs and who the gift is targeted for. Hand it to your customer to touch, feel and see. Then pass the gift to each person. The last person will put the gift on the table for all to see. Encourage the guests to jot down on their wish list anything they see that they like for themselves or someone else. Continue this process until your basket is empty.**Tips: When
passing fragrances, spray them on cotton balls from the testers. Then pass the cotton ball along with the retail size item so they can see the beautiful bottle. Pass the tin of coffee beans for each guest to sniff between fragrances to clear their noses for the next fragrance.

*close your presentation by explaining that you will take orders only today and will deliver their gifts on ________________. Remind them that you accept Visa, MasterCard, Discover, checks or cash. Take orders from each guest and set up a delivery time. Have them pay you up front so you can order the products. You might decide to allow them to pay $\frac{1}{2} + \text{tax}$ and collect the rest upon delivery.

*Present your hostess with her special gift. Tell guests how they can get one by booking a holiday coffee for some of their friends. Book the coffees, put the names of the future hostesses in the middle of the table and let your hostess draw a name. Give the winning guest a small gift.

*After the guests have left, thank your hostess. You may want to tell her how much you earned at her coffee and ask, “Would it be worth 30 minutes of your time to hear a little more about our Company? I would love to share some information with you.” If she answers yes, and you both have time, present the marketing plan. If you don’t have time, then leave a tape or video with her and set up a time to get together in the next 48 hours to discuss the Mary Kay career opportunity.

Holiday coffees are a great alternative for those people who won’t book classes during the holidays. It only takes about 30 minutes and you will reap the rewards. Your clients will think of you as a “gift source” for the next holidays. You will meet new people and have classes to book in January! It’s a win-win situation.

Happy Holidays!!
Top 10 Reasons
To Start your Mary Kay Career
Before the Holidays

10. Since the holiday season is the perfect time to reconnect with friends & family far away... maximize the "no territories" benefit of a MK business and connect with them!! They can become your customers & team member if you both chose - no matter where in the USA they might live!

9. Over the holidays, you will see lots of people that you won’t see very often otherwise. What a wonderful time to be able to tell them about your new Mary Kay business (and arrange for New Year bookings)!

8. Get some education underway so you are ready to take advantage of the New Year… when women are ready to make a change for the better. They also have gift money to spend. Everyone is looking for a post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you miss the opportunity.

7. Make immediate sales by letting your friends and family know that your store is open for last minute stocking stuffers, gifts, and gift wrapping services.

6. Are your friends and acquaintances going to holiday parties? Help them with a holiday look.

5. Are your relatives visiting you over the holidays? Practice on them and get your Business Debut underway.

4. Are you going to travel to see friends and family over the holidays? Take your beauty case, practice on them, and write off the trip. Always plan with your accountant what tax advantages YOU will take advantage of!

3. A camera (for before/after photos), answering machine, or computer, are just a few of the tax-deductible presents you might buy for yourself in December. Always plan with your accountant what tax advantages YOU will take advantage of!

2. You will be able to take advantage of a 50% discount on all of your Christmas presents for your friends and family.

1. You get to take the tax benefits at the end of the year, without doing much to earn them. It’s like having a baby in December! Always plan with your accountant what tax advantages YOU will take advantage of!

Be ready to start your new year with a bang, because you have a wonderful new opportunity to look forward to!
The 12 Days of Christmas!

For selling purposes the 12 Days of Christmas begin on December 13th to end on Christmas Eve! We have a set of images that can be texted and a set of FB Covers you can use on your PRIVATE Facebook pages. Images can be downloaded from www.soarnationalarea.com/holiday
12 Days of Christmas SALE

Day 8
FREE! Soothing Eye Gel with purchase of Microdermabrasion Set & Firming Eye Cream

Day 9
FREE! Eye Makeup Remover with purchase of Skinvigorating Brush & TimeWise Cleanser

Day 10
FREE! Foundation Primer with purchase of Highlighting Pen, Concealer, Foundation, & Translucent Powder

Day 11
FREE! Hand Cream with purchase of a Body Beautiful Set
"THE HOLIDAY SEASON IS A PERFECT TIME TO REFLECT ON OUR BLESSINGS AND SEEK OUT WAYS TO MAKE LIFE BETTER FOR THOSE AROUND US."

-TERRI MARSHALL
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Like It</th>
<th>Love It</th>
<th>Must Have It!</th>
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<tbody>
<tr>
<td>White Tea &amp; Citrus Satin Hands Set</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>White Tea &amp; Citrus Satin Hands Shea Cream</td>
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<tr>
<td>White Tea &amp; Citrus Satin Hands Mini Set</td>
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<tr>
<td>NEW! Fragrance-Free Satin Hands Set</td>
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<td>Discover What You Love Travel Roll-Up Bag</td>
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<td>Glowing Finish Illuminating Sticks Gold</td>
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<td>Glowing Finish Illuminating Sticks Bronze</td>
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<td>Delighted Body Wash &amp; Body Mousse Set</td>
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<td>Delighted Shimmer Mist</td>
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<tr>
<td>High Intensity Gift Set</td>
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## Double Credit October

**Two, Two, Two TIMES the Retail Credit!**

*Our efforts have DOUBLE IMPACT*

<table>
<thead>
<tr>
<th>Your Personal Wholesale</th>
<th>Retail Value</th>
<th>October Retail Credit</th>
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<tr>
<td>$6,500</td>
<td>$13,000</td>
<td>$17,000</td>
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<tr>
<td>$4,000</td>
<td>$8,000</td>
<td>$12,000</td>
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<td>$2,000</td>
<td>$4,000</td>
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<td>$225</td>
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<tr>
<th>Your Total Unit Wholesale</th>
<th>Normal Retail Value</th>
<th>October Retail Credit for your Unit</th>
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<tr>
<td>$50,000</td>
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<td>$30,000</td>
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<tr>
<th>Your Personal Sharing</th>
<th>October Double Credit</th>
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<tr>
<td>6 New Personals</td>
<td>Count as 12</td>
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<tr>
<td>3 New Personals</td>
<td>This is Area/Go-Give Court of Sharing in 1 month!</td>
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<tr>
<td>13 New Personals</td>
<td>6</td>
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</table>

**Every Effort Matters**

**Every Choice Matters**
SOAR
The Next Generation

Your October actions put you at this very special event - become a Next Gen Leader.

6:30 p.m.
November 5

Ways to qualify:
1). Directors & DIQs
2). On-Target Car Drivers
3). Oct. #backtothekitchenetable achievers
4). October medalists
<table>
<thead>
<tr>
<th>NEW TEAM MEMBER</th>
<th>ACTIVE</th>
<th>QUAL</th>
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<tbody>
<tr>
<td>1.</td>
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<td>12.</td>
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laissez les bon temps roulez
This packet was brought to you by:
NSD Jeanie Tamborello & the SOAR National Area & Unit Visions

Everything you see in this packet can be downloaded at
www.soarnationalarea.com/holiday