

HOLIDAY SHOPPING WITH COFFEE

A holiday Shopping Coffee is an easy and inexpensive way to introduce your customers and their friends to your holiday gift selection.

What You Will Need:

- Look Books
- Sales Tickets
- Profile Cards
- Holiday Gift Lists
- Satin Hands Demo
- Satin Lips Demo
- Fragrance Demos
- Hostess Gift (a small prize for a drawing and gifts with purchase)
- Pretty Goblet with Coffee Beans (to keep guests from having “Olfactory Fatigue” between smelling each fragrance)
- Cookies (bring a pretty tin or tray filled with cookies)
- Datebook
- Large Baskets Decorated for Christmas (for easy transporting)

What to do:

Make a list of prospective hostesses. Then:

- Call each and say something like, “Christmas is only ____ weeks away!
- How would you like to get a jump on the season?

- Invite three or more friends for coffee. I will bring the cookies and a door prize, and introduce you and your friends to our new holiday line!
- We'll have lots of fun!
- Plus, I'll have a _____ as YOUR special gift just for hosting the coffee.
- Would this week or next week be better for you?
- Great! I can't wait to show you everything!"

At the Coffee:

- Greet each guest as she arrives, and ask her to fill out a profile card.
- Have guests do Satin Hands and Satin Lips.
- When they return to the presentation area, hand them a sales ticket, a Holiday Gift List, and a Look Book. Please encourage them to write down things of interest to them as you present them.
- Pass around the coffee beans as you present the fragrances.
- Ask each guest to refer to the Holiday Gift List for a list of people they will want to remember this season.

How to Close Your Presentation

"Take a few minutes to decide what you would like to purchase. I accept debit cards, Visa, MC, Discover, American Express, checks, and cash.

Mention your Gift with Purchase if they spend at least \$40.

Encourage bookings, and have a drawing for the door prize from everyone that books a shopping coffee, skincare class, etc.

Present the hostess with her gift.

When everyone has left, be sure and mention what a great time of the year it is to begin a business with Mary Kay. Invite her to listen to the marketing plan with your Director (via conference call, coffee, or as a guest at the next Success Meeting). Leave her with career opportunity information.