

## Holiday Coffees

- Hold During a lunch hour or right after work
- KISS (Keep it simple sweetie)
- 25 Minutes of Show and Tell (sample product on the hand)
- 20 Minutes of Closing the sale, Booking the Fall Holiday Makeovers and Booking the Interviews

### Agenda for the Holiday Coffees

- Open up with “The Heart of Mary Kay” u-tube video...show on your Ipad...it is 2:38 seconds
- Short I-Story
- Show and tell...skin care on their hands, MK @ play or the new Fantasy Products, Satin Hands and Satin Lips
- Close with the Create A Roll Up Bag closing sheet...write her information down on a Sales Ticket...do not have them fill out profile cards...it takes too long. Get name, address, phone number, email & birthday for your files.
- Book Holiday Makeovers...those who book on the spot...give them a prize...After they book and the hostess gets 10 people (18 years or older) to her Holiday Coffee, give her \$100 in product, if she gets 5 people to her Coffee give her \$50 in product...it works out to \$10 per guest.
- Book Interviews...this is what you say, “Could you get excited about a debt-free Christmas”? The reason I am here today with you all is because I am going to have a debt-free Christmas!!! How exciting is that? I know you don’t know me too well but do I seem to be a trust worthy person to you?...then book interview
- When they all go back to work (if the appointment is at lunchtime) then go out to your car and fill their orders and then bring back inside to each of them...this shows you are truly running a PROFESSIONAL MARY KAY BUSINESS! If the Coffee is after work, then ask them if they would like for you to fill their order then or would they like for you to deliver it to them tomorrow...
- Script for scheduling the Holiday Coffee – “Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay! I am SO excited about the holiday season & want to share with you about my Mary Kay Holiday Coffee! It only lasts an hour, it’s fun and no one takes off their makeup! AND just for being a hostess, you will get \$10 in product free for everyone there that’s 18 or older! I know you will love getting products for FREE! What will work best for you..... Sharing with your co-workers during your lunch hour or after work? (you could offer after work or the weekend....just give 2 choices).