

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. Velocity/TimeWise Classes/Holiday Makeovers

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 want to add team members # _____

What worked best _____

What I'd change _____

Holiday Time Table

Dates	Action
September	
2-14th	<ul style="list-style-type: none"> • Plan your Christmas strategy. • Call all your customers and do a Back to School Bash! \$75 for \$25 for all Hostesses who have: 3+ guests, \$150 in class sales and one class booking! This is great for mom and daughter Velocity/TW classes or Trunk/Gift shows or Office Pampering Parties!
10-15th	<ul style="list-style-type: none"> • Complete your Star! • Order your Holiday items early. • Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.
16-30th	<ul style="list-style-type: none"> • Begin your preview appointments with customers. • Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base. • Hold appointments that you scheduled the 1st part of the month. • Do your own personal shopping using our wonderful Mary Kay products and Gift items!!!
October	
1st-15th	<ul style="list-style-type: none"> • Set your goals for Retail Sales, interviews held and new team members. • Invite guests to October 12 Simply Irresistible Saturday in Kirkland. • Have guests at every meeting! • Start “showing, telling and smelling” with everyone you come in contact with. • Have your Go Tote filled with samples, fragrances and Look cards. Hand out 3 a day for best results. You are planting seeds for your future! • Have 10-15 Hostess Packets and Recruiting Packets w/ Consider tape prepared. • Start following up with P.C Program customers. • Target: Booking Skin Care Classes, Fall Makeovers, Nail Care Classes, Pamper Parties (Satin Hands and body care) ... offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a Wish List filled out for her, interview her and meet more wonderful ladies. • Offer a free lipstick/liner to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible. • Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/lunch time at customer’s place of employment or in a neighborhood setting. • Continue to follow up with businesses, always adding more to your list. • Look ahead at your fall calendar and schedule your Open House. (For consultants with ample customers locally to them)

Dates	Action
October	
16th-31st	<ul style="list-style-type: none"> • Continue booking,, Wish Lists and warm chatting with the Go Tote. • Have guests at every meeting! Offer a free lipstick/liner for coming. • Make sure you have everyone fill out a Wish List! • Order items from the Holiday catalog for your own gift giving needs • Send out letters to husbands on your list. • Offer a variety of classes. Skin care, glamour, nails, pampering, On the Go etc. Begin to talk to everyone about preparing for the holidays. • Remind everyone of your gift giving/wrapping service. • RECRUIT! Build your team in October so they can take advantage of the holiday selling season and the tax advantages for the entire year.
November	
1st-15th	<ul style="list-style-type: none"> • Continue booking, Wish Lists and warm chatting with the Go Tote. Now you can offer Holiday Makeovers. • Have guests at every meeting and at the Simply Irresistible Saturday on Nov. 9th. • Begin follow up with men you've contacted using the Wish Lists you may have. Many may not be ready to buy but you've planted a seed. Ask when you could call back. • 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. • 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! • Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. You could provide a Pamper Goody Bag with a hand cream and \$10 gift certificate to use at their facial and makeover or Domain for men sample and \$10 gift certificate. Charge your cost plus supplies. It's a great way to meet new women. You can choose to put a minimum purchase price on the Gift Cert. • Send out your Open House invites if you are holding it the last weeks of Nov. Good dates to choose would be Nov. 16-18th, 23rd-25th (Thanksgiving Weekend) or 30th- Dec. 2nd. • RECRUIT! What a great time to begin a business. Your own Holiday shopping at cost.
Nov 16th-30th	<ul style="list-style-type: none"> • Continue with booking, Wish Lists, and warm chatting with Go Tote! • Have guests at every meeting and at the Career Brunch on the 17th! • Follow up with Open House invites. Call EVERYONE and make sure they don't miss the free gift for RSVPing. Book those that can't come for another time. • Set up your Open House if booked during this week. Keep it Simple! • Recruit! What a great time to begin a business for shopping at cost, extra income for the Holidays, and tax benefits.

Dates	Action
December	
1st-15th	<ul style="list-style-type: none"> • Attend Bellevue Star Consultant Brunch December 21st. Bring Guests. • Finish your Star Consultant Prize Contest on December 15th. • 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 Go Tote! This is a great time for Gift Shows. • Have gifts 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 bag and tie with ribbon. • Deliver any 12 Days of Holidays gifts. • Book shopping coffees. • Offer to have a fancy party dress night for make-up training. • Consider last minute Open House. Sell foundations 2 for 1 to make room for the new foundations shades. • RECRUIT! Still time to get gifts at cost, take advantage of the tax benefits and prepare for an exciting new year of possibilities.
16th-23rd	<ul style="list-style-type: none"> • 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. • Deliver to offices as often as possible and bring your basket in with stocking stuffers and sets. • Always have gifts in your car. This is a good time to put leftover sets in the trunk of your car and visit some local businesses. Ask employees if they'd like to shop. You can offer a discount on gift sets left if you choose.
23rd-25th	<ul style="list-style-type: none"> • Spend time with your family • Be prepared for some last minute "panic" calls from your customers.
26th-Jan 1st	<ul style="list-style-type: none"> • Follow up with gift certificates put in gifts given. • Book New Year, New You classes.

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



Business	Phone	Contact Person
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

Husbands/Boyfriends/Other "Santa's"

Customers Name	"Santa's" Name	Phone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____



Holiday Coffees, Holiday Makeovers, Trunk/Gift Shows & TimeWise or Velocity Classes



Prospects Name	Phone	Type of Appointment
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____