



December Strategy



Let's have a cup of coffee and plan this month...

Be a STAR Consultant by Dec. 15th. Take note of what you've accomplished and what you still need to do to achieve your goals. **YOU CAN DO IT!** The sales are out there in *abundance!* You can do SO MUCH from now until Christmas! If you need support or ideas, call me!

Carry a decorated basket filled with Christmas items and stocking stuffers such as lip gloss, blushers, etc., when you make deliveries and **EVERYWHERE YOU GO all month.** Also, give a basket to your hostesses and customers. (have them sign a list of what they take) to sell from and give them hostess credit for everything they sell (20% in product is a good incentive). They can earn items for themselves or for their personal gift-giving needs.

The first 8 days of December:

1. **You'll want to hold 8 selling appointments** - facials, winter update skin care clinics, holiday glamour makeovers, gift shows, holiday open house for your customers if you've not done it already, design your own gift basket shows, personalized service appointments for home-bound seniors to help them with their gifts, holiday coffees, holiday eyes, spa nights for busy women to relax for an hour, the list goes on and on! Hold interviews with the women you choose from these appointments.
2. **Send out the "Twelve Days of Christmas" flyer to the husbands** of your customers, your friends, and acquaintances. Let them know you will be calling them to further explain and help them with their shopping..

The next 16 days of December:

CONTACT EACH AND EVERY CUSTOMER! This is your NUMBER ONE priority now; if you don't do anything else, **DO THIS!** Schedule a **10 minute appointment** to show her stocking stuffers and gift ideas. Here is what to say:

"Hi, _____, this is _____, your Mary Kay consultant. I'm calling to tell you how much I appreciate your business and offer you a special holiday gift. I can't wait to get together... you'll love this service! I'll bring some items that are beautiful holiday gifts to assist you with your shopping. We have everything, from \$3 stocking stuffers, inexpensive lovely gifts for office co-workers, teachers, and friends, to more elaborate sets for under the tree. What would be better for you, the beginning or end of the week?"

Don't forget to suggest the **HUG SET** to everyone - this is a "**Holiday Urgent Gift Set**" that includes gifts for holiday giving to people your customers forgot about or who unexpectedly drop by with gifts. They are also great anytime you need a gift; for the friend who invites you to dinner, etc. Put in a man's fragrance, a woman's fragrance or body care item, a teen item, and a general item like a sunscreen or a hand cream. Package in a vinyl bag which can also be used as a travel bag or beach bag. Everyone needs a Hug Set!!! Have them ready to go!

2. **CONTACT EVERY HUSBAND** (his name will be on her profile card). When you talk to him, tell him you know exactly what his wife likes and can help him with his holiday shopping for her and other females for whom he needs gifts. Be sure to show him the **12 Days of Christmas (or 12 Hours of Christmas) Option and suggest a pillow gift!** These two things will make him a hero!!! Men dislike shopping, and by the 15th they will panic...we can save the day! Offer to deliver the gifts wrapped at the place and time he chooses. Don't forget all the businessmen you know (doctor, dentist, car dealer, etc.) who need gifts for employees and the women in their lives. **MEN WILL BUY**; be sure to show them what you have!!!!

YOU MUST GET TO THE HUSBANDS...ALMOST EVERY CALL WILL BE \$50+! You can't afford to miss out...reports are coming in every day: 30 minutes/6 calls = \$500! Yes! The sales are there, but you need to make the call! Set a goal to do at least 3 - 5 a day! The calls are in your court! Start dialing!

Try setting up a quickie open house on a Monday night for the men and have the football game on. Serve beer and pizza and show your gift ideas during half time. Have your husband play host (he'll love the sales!). I did one with 12 men in attendance - they had a great time and I sold over \$1,000! It's easy!

If you dare, fill your trunk with pre wrapped gifts (and some unwrapped to show) in every price range, team up with a sister consultant, and stop at service stations, muffler repair shops, auto part stores, firehouses...anywhere men are working! They need gifts and will BUY! Don't plan on just one or two stops, but make a day of it. The profit is in numbers you see! It's a lot of fun!

4. **Beginning December 18th, book pampering sessions for the week between Christmas and New Years and the first week of January.** Women have been extremely busy shopping (hopefully with you) and "doing" for everyone else. They will be ready to do something for **themselves!** Book New Years Day all day with individual New Year's Eve looks that coordinate with their outfit. When you take the time to book these two weeks, you will have tremendous momentum to propel you into the new year...and momentum is **magical** in our business!

Stay Enthusiastic!!

Don't forget - you will be out shopping a lot yourself. Wear your Mary Kay pin and talk with people everywhere you go!! Talk to sales clerks, secretaries, teachers, nurses, shoppers, moms, grocery store employees, waitresses, etc. Use Mary Kay's "Three Foot Rule". You can book lots of parties, facials, glamour makeovers, gift shows, and recruiting interviews; people need Christmas gifts, want new glamour looks for the holidays, and need to earn extra money NOW - WHAT A BETTER WAY THAN WITH MARY KAY?



**HAVE YOUR GREATEST HOLIDAY
SELLING AND RECRUITING SEASON EVER!!!!**