



Camp Holiday

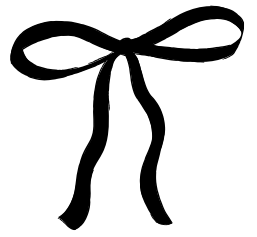
STRATEGY GUIDE





HOLIDAY TIME TABLE

September



Week 1:

- **Develop Your Holiday Strategy:** Outline your plan for the season, setting clear goals for sales, bookings, and team building.
- **Create a 6x6 Plan:** Choose 6 different products you want to focus on (keep the price range under \$50) and how you want to package them. Then, make six of each set. This gives you 36 sets to sell for the holidays. Make a google link with your holiday sets for online ordering.

Week 2:

- **Complete your STAR!**
- **Book Parties & Events:** Fill your calendar with in-person and virtual parties, fall/holiday vendor events, Trunk or Treat events, show-and-go appointments, office pampering parties, and giveback parties/events.

Week 3:

- **Set a Goal To Sell:** Focus on a selling goal for this week, such as selling 25 items (can be any item or one item) this week. Get your customers excited to help you reach this goal. Note: Don't offer a discount as the purpose is to help you generate excitement within your circle.
- **Create an On-the-Go Selling Basket:** Include one gift set from each of your 6x6, catalogs, order forms, and demos of the wrapped products. Use this basket at your in-person or virtual show-and-go appointments, take it with you everywhere you go (doctor appointments, coffee runs, etc.) and bring it to your parties.

Week 4:

- **Corporate/Small Business Gift Giving Services:** Start with businesses you know through your customer base or who you do business with and offer your "gift giving services" for the holidays. This could be local doctor offices, massage therapists, realtors, etc.
- **Personal Shopping:** Before the busyness of the season gets to you, do your own personal Christmas shopping and utilize your discount to gift MK products to everyone on your list.

☐ Husband

☐ Teachers

☐ Church Leader

☐ Kids

☐ Coaches

☐ Book Club

☐ Mom & Dad

☐ Neighbors

☐ Friends

☐ In-laws

☐ Co-workers

☐ Secret Santa

☐ Grandparents

☐ Boss

☐ White Elephant

☐ Bestfriend

☐ Hairdresser

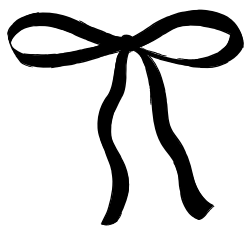
☐ Delivery Driver

☐ Babysitter / Nanny

☐ Nail Tech

☐ Mail Carrier





HOLIDAY TIME TABLE

October



Week 1:

- **Set a Goal to Team Build:** Focus on a team building goal this week, such as having 5 ladies listen to the opportunity this week. Offer them a free lipgloss/mascara for listening and for giving their feedback.
- **Create Wish Lists:** At every appointment, have guests fill out a 'wish list' with products they would love to receive as a gift, along with a list of those who give them gifts for the holidays. Then, contact their "Santas" (the people that give them gifts) to help them with their holiday shopping. Have them list 12+ products they would love to receive so you can create a 12 Days of Christmas Towers for them.

Week 2:

- **Promote on Social:** Launch a fall/holiday-themed social media campaign. Schedule social media posts promoting your holiday gifts with inspiring photos or videos highlighting who they can give the gift to.
- **Set a Goal to Book:** Focus on a booking goal this week to fill up your datebook for November, such as holding 2-3 appointments per week.
- **Corporate/Small Business Follow Up:** Continue to follow up with local businesses, always adding more to your list.

Week 3:

- **Create a Pink Weekend Plan:** Turn BLACK FRIDAY into PINK FRIDAY by offering your customers a special the day/weekend after Thanksgiving. This will create a buzz for your business and will remind your customers to shop with YOU this holiday season instead of the big box stores.
- **Showing, Telling, and Smelling:** The most natural way to sell is by showing! Use your on-the-go basket to continue "showing, telling, and smelling" with everyone you come in contact with.

Week 4:

- **Follow Up:** Don't forget to follow up with any leads or referrals from this past month. It's also a great time to connect with customers who had a birthday this month, offering them a special gift/discount as a birthday gift. The fortune is in the follow-up.
- **Remind:** Remind everyone of your gift giving/wrapping services. Your goal is to stay at the front of their mind when a new name appears on their shopping list.





HOLIDAY TIME TABLE

November



Week 1:

- **Announce PINK WEEKEND Deals:** Send out information about your PINK WEEKEND deals via snail mail and email. Ladies love to get cards in the mail especially if you include a special offer or a sample. Send out emails to your customer base using the ecards on InTouch.
- **Schedule a Customer Appreciation Event:** Gather all your customers in-person or virtually for a HOLIDAY OPEN HOUSE where you appreciate them, show your holiday gifts, and offer a special/gift with purchase. This is a great event to host on Small Business Saturday.
- **Keep Booking:** Continue booking from event leads and referrals. Now is the perfect time to offer holiday makeovers with current customers.

Week 2:

- **Grow Your Customer Group on Social Media:** If you haven't already, create a private customer group on Facebook. Incentivize family and friends who don't already have a beauty consultant to join your private customer group. Also, ask current customers to add people they know (with their permission and who don't have a consultant) to your group. Offer a prize drawing for those who start following or have add new people. See InTouch for more social media info.
- **Get out of your House:** Start warm chatting while living your life grocery shopping, getting coffee or at doctor appointments. Be sure to take your on-the-go basket with you. People will be curious what's in your basket, making it a great conversation starter. Be sure to get their contact info to follow up with them.
- **Finalize your Corporate Gifts:** Complete any outstanding orders and connect with those who said they were interested but never ordered. Offer them personal shopping gift giving services.

Week 3:

- **Count Down Begins:** Start the week with a countdown for your PINK WEEKEND sale on social media. Post product teasers on your private group and on your stories.
- **Set a Goal to Pamper:** Pamper ladies who are visiting family for the holidays. Focus on skincare and pumpkin spice glamour makeovers to make it applicable for the season.
- **Hold your PINK WEEKEND Sale:** Connect with customer through email, text and social media to remind them, about the special deals they can take part of. Choose one or all to offer a special- Friday: PINK FRIDAY; Saturday: SMALL BUSINESS SATURDAY; Monday: CYBER MONDAY.

Week 4:

- **Set a Goal to Book:** Focus on a booking goal this week to fill up your datebook for December, such as holding 2-3 appointments per week.
- **Celebrate Giveback Tuesday:** Consider hosting a special giveback for the Mary Kay Foundation (or your favorite charity) to be held the Tuesday after Thanksgiving. You could donate \$1 per face that take part of an in-person or virtual "Party with a Purpose."
- **RECRUIT:** What a great time to begin a business! Contact anyone you shared the opportunity with this past year to see if anything changed in their life. Let them know about the benefits of signing up during the holidays, such as doing their own holiday shopping at cost, making extra income for the holidays, and tax benefits.





HOLIDAY TIME TABLE

December



Week 1:

- **Focus on Star:** Check the star report on InTouch. Set a selling and recruiting goal based on what star level you want to achieve this quarter. Then, GO FOR IT!
- **Contact Men:** Reach out to men you know to get their holiday shopping done for the women in their lives, such as moms, daughters, sisters, grandmothers, aunts, etc. Follow up with all spouses. They are getting serious now! Talk up the 12 Days of Christmas using the wish lists!
- **Keep Booking:** Continue booking! With all the holiday parties ladies are attending, they will be looking for a new look this season.

Week 2:

- **Set a Goal to Sell Stocking Stuffers:** Put together stocking stuffers such as mascaras, lip glosses, hand creams, etc.
- **Final Call:** Confirm the final “guarantee by Christmas” shipping date from corp on InTouch. Then, place your personal order and any last minute orders from your customers to get it in time.
- **Send Out your Shopping Link:** Help your customers with last minute shopping. Remind them about teacher gifts, gifts for the postman, neighbors, etc.

Week 3:

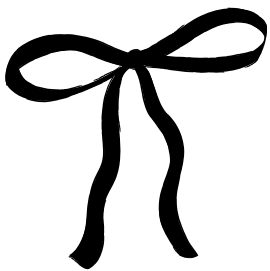
- **Trunk Show:** Load your trunk with any gift sets you have yet to sell. Offer holiday shopping to businesses such as doctor offices, car dealerships, and daycares. Have employees come out to shop with you. Start with businesses you know asking your contact to spread the word what day and time you will be there. You can even treat her like a hostess offering her one gift set for 50% off for every person who shops with you.
- **Deliver 12 Days:** Be sure to deliver any 12 Days of Christmas Towers by December 13th.
- **Gift Certificates:** Offer your customers the opportunity to purchase gift certificates with you for any last minute gifts they need. These can be delivered electronically to make it convenient.

Week 4:

- **Set a Goal to Book:** Focus on a booking goal this week to fill up your datebook for January, such as holding 2-3 appointments per week. Focus on “New Year, New You” makeovers.
- **Year End Offer:** Offer your customers a year end sale. (If you already did a sale for Pink Weekend then think of a special offer that does not include a discount as you don’t want to always offer sales.) You could offer any holiday sets you may have left over at a special discount to move them off your shelf like an “After Christmas Sale.”
- **RECRUIT:** Wrap up the year by building your TEAM! Let ladies know about the tax benefits of starting a business and how they can start the new year with a new goal!

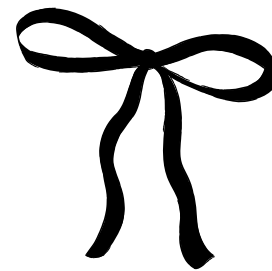
Tips for closing up the year: 1) Take some time to reflect on the past year. Think of things that you would like to improve for the upcoming year and celebrate all your wins for the previous year. 2) Write down things that you did this holiday selling season that were a success and the things that you would like to change. 3) Count your inventory and to write down your year-end mileage. 4) Set new goals for the new year like building 100 skincare customers or moving up the career path.





HOLIDAY SELLING GOAL

**Numbers based off Active Consultant Status*



What I will use my profit for:

I Need to Profit: _____ + 40% = _____ I Need to Sell

TRACK YOUR RETAIL SALES

Fill in the lines according to your goal.

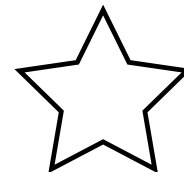
TRACK YOUR WHOLESALE ORDERS

\$2,200 ws
\$2,000 ws
\$1,800 ws
\$1,600 ws
\$1,400 ws
\$1,200 ws
\$1,000 ws
\$800 ws
\$400 ws
\$200 ws

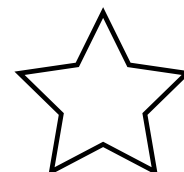
BE A STAR

Write or Color
in Your Level

1st Quarter



2nd Quarter



**SET A GOAL AND DO
SOMETHING ABOUT
IT EVERY DAY**



HOW TO HAVE A \$10,000 HOLIDAY SELLING SEASON

Silent Hostesses:

Have 10 Silent Hostesses who each collect \$200 (or more) in orders.
= \$2,000

Wish List:

Have 10 spouses purchase \$150 from your customer's wish list. =
\$1,500

Holiday Parties:

Hold 10 Holiday Parties featuring prewrapped gift items selling
\$200 (or more) at each party. = \$2,000

Skincare Parties:

Have 10 Skincare Parties with \$200 (or more) in orders. = \$2,000

Holiday Open House:

Have a Holiday Open House with 10 customers who purchase \$50
(or more). = \$500

Corporate Sales:

Connect with businesses, office managers, doctors, realtors and
anyone who you do business with. Offer them your Gift Giving
Services. The sky is the limit with this option. For example: If you
get 10 businesses to purchase 5 gift sets at \$40 each = \$2,000

Follow this plan and you just sold \$10,000!!!

\$10,000 IN SALES @ 50% Profit= \$5,000 PROFIT!!!!





TRACK YOUR WAY TO \$10,000

10 Silent Hostesses:

Hostess	Party Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

10 Wish List:

Customer	Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

10 Holiday Parties:

Hostess	Party Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

10 Skincare Parties:

Hostess	Party Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

Open House

Guest	Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

Corp Sales

Business	Sales
1.	\$!
2.	\$!
3.	\$!
4.	\$!
5.	\$!
6.	\$!
7.	\$!
8.	\$!
9.	\$!
10.	\$!
Total Sales: \$!	

Wendy's 6x6 Plan

Create a 6x6 Plan:

What's Wendy's 6x6? It's a simple holiday selling strategy—KEEP IT SIMPLE, SWEETIE! For your holiday event, especially as a new consultant, I recommend following the 6x6 rule: create six different holiday gift sets and make six of each.

New consultants can easily feel overwhelmed by all the fantastic ideas out there, so sticking to the 6x6 rule helps keep things manageable. As you gain experience and build your inventory, you can expand beyond that.

Price each set between \$15 and \$50. For anything else, you can offer custom orders. Consider sticking to regular line products when selecting your six products, that way you won't have to worry about products going out of stock. Use the limited edition items as fun add-ons.

On-the Go Basket:

Use one of each from your 6x6 to assemble the basket. Book in-person and virtual preview, on-the-go or stop & shop appointments for feedback with customers.

Bundle Examples:



Hear from

Wendy!



Also contains
Amazon &
Canva Links!



GIFT WRAPPING BASICS



Tip: Use a Travel Roll Up Bag to keep all your wrapping supplies organized.

Pocket 1: Tape, scissors, hot glue gun & sticks, Zots (medium hold)

Pocket 2: Gift cards, stickers, etc.

Pocket 3: Pull-apart bows or ribbon

Pocket 4: Accents (mini ornaments, holiday picks, mini trees, etc.)



Tip: Choose a theme and run with it.

When you have a theme to your holiday sets, it will make it easier to package and it will allow everything to coordinate beautifully on your display table. A theme can be three coordinating colors, patterns and accessories. Pick something that excites you, but is simple. Such as pink bows, snowflakes, reindeers, colorful trees, polka-dots, or colors themes such as pink, black and silver. Find ribbon, boxes, and ornaments that all coordinate with your theme, so when you are putting together your gift sets everything will match.

Tip: Choose a cost effective, simple base for packaging.

You don't need to spend a lot of money when creating a gift set. You can easily find a base that costs only \$1-\$3 at the dollar store. You can cut a piece of a cardboard box to the size you need and wrap it with wrapping/tissue paper. You can use cups, bowls, picture frames, small boxes or baskets, plates, serving platters, books and so much more.

Some items you'll want to have on hand when creating your sets:

- Packing Peanuts
- Fake Snow
- Gusseted Cello Bags
- Paper Shred
- Roll of Clear Cellophane
- Tulle

Places to Shop:

- Nashvillewraps.com (pull apart bows, pop up boxes, large gift bags, cello bags, etc.)
- Dollar Tree (plastic ornaments for lip glosses, pre-wrapped gift boxes, coffee cups, oven mitts, picture frames, fake flowers, holiday picks, and so much more! You can even order on their website in bulk.)
- Amazon/Shein/Temu for fun add-on like makeup bags, headbands, cups, etc.
- CourtofAchievers.com (gift cards to include in each gift set, holiday tags, product wraps and stickers)

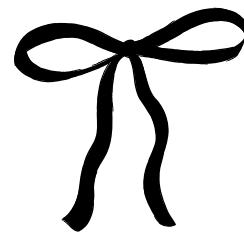
MOST IMPORTANT TIP!!!

Each person who receives a gift set you have made is a potential customer, so be sure to include your contact information with each gift set. You could include a business card along with a \$10 gift card they can use to redeem at a pampering session. Try to get the contact information for each person who will be receiving the gift, so you can follow up with them after the holidays.





HOW TO HOLD A *Holiday Party*



This is the perfect time of the year to hold Holiday Parties that are centered around helping your customers shop for their holiday gifts. These parties are sometimes called “Holiday Coffees” or “Jingle & Mingle” Parties. The best hostesses are previous hostesses or your “A” customers. At these parties you will not be teaching instructional skincare or glamour makeovers. Instead you will demo satin hands, satin lips, fragrances and other body care items. You will turn her dining room table into a “holiday boutique” where her guests can stop in and shop for everyone on their list. These parties typically take 45 minutes to an hour.

Hostess Incentive:

For each guest who shops with you and is over the age of 18, the hostess will receive one gift set at half price! Plus, \$75 of product from the catalog for only \$35! (Example: 6 guests attend her Holiday Coffee and make a purchase. The hostess will receive 6 gift sets at half price that you have pre-made, plus \$75 of product, not gift wrapped, and pay only \$35 plus sales tax.)

Hostess Packet:

Give each hostess a packet with your holiday hostess incentive, 2 full catalogs and 2 holiday catalogs, sales tickets, your business card, holiday recruiting info and a holiday wish list.

Pre-Profile Guests:

Even though you are not teaching skincare and glamour makeovers you will want to still pre-profile the guests to let them know you are excited to meet them and to find out who is on their holiday shopping list.

Set up for the Party:

“Keep It Simple Sweetie” when setting up. Maybe have all your gift sets sorted in shipping boxes that are wrapped with holiday paper on all 4 sides and the bottom. That way when you get to the party you can pull out the gift sets, flip the boxes over, place the boxes in the middle of the table for high risers and then line up your products in a group according to the 6x6 rule. You can even throw a table cloth or piece of fabric over the boxes and table, add some battery operated Christmas lights, burn a Christmas candle in the kitchen, and have trays of products to demo that are in each set.





Gift Sets for the Party:

I say stick with the “6x6” rule. Make 6 different kinds of gift sets and then make 6 of each. This will give you 36 sets total. Keep your price points \$25-\$50 (no more than \$75). Let your guests know that you can always customize gift sets just for them at the price point they choose.

Example:

1. Body Care: Make up 6 Satin Hands sets; 3 of each scent.
2. Fragrance: Make up 6 fragrance sets. These can be mix and match sets; not all have to be the same scent.
3. Skincare: Make up 6 skincare sets that are for all skin types. These can also be a mix and match masks or exfoliators.
4. Glamour: Make up 6 glam sets that excite you and that are good for all skin tones and eye colors or a lip gloss and mascara set.
5. MK Men: Have mix and match sets for the men on their list. Maybe half with skincare and the other half shave sets.
6. Men Colognes: Make up 6 cologne sets for men. These do not need to be the same scents.

(If you want to offer a deal on your gift sets you could always do Buy 2, Get 3rd at 50% off.) In addition to these gift sets you will want to have some “stocking stuffers” or “grab-and-go-gifts”.

I like to have a variety of hand/foot lotions or lip gloss/satin lip sets. Keep these items in a basket or set them up on her coffee table. It's best to have all these at the same price point. I usually price my items at \$14 each or 3 for \$35.

When Guests Arrive:

Welcome all the guests and give them a large gift bag to use as their shopping bag for the evening. Inside, have a clipboard with a holiday wish/shopping list, holiday brochure, holiday recruiting info, customer profile card, sales ticket, a pen and a mini candy cane. Go over the clipboard and each gift set with the group. Then, allow them to “try and buy!” This is the point of the party they get to smell the fragrances, try the satin hands, and play with some lip glosses (or whatever else you have). Let them know if they see a gift set they want, to just take it from the table and put it in their shopping bag.

Once they have completed their “shopping” then write up a sales ticket for all the sets in their bag. Don't forget to ask them if there was anything they wanted to take home for themselves that night, or to put on their holiday wish list. Be sure to find out who their “Santa's” are. Once you have their order completed, ask them to host a party or pampering session. You'll also want to offer her the business opportunity and ask for referrals.





HOW TO HOLD A *Trunk Show*



These are very similar to “Holiday Coffees” or “Jingle & Mingle” Parties. The only difference is you go to your hostess’ place of employment. I typically book existing customers, a holiday party hostess (as part 2 to her in-home party), family and friends. It’s best to have these in December as it get closer to the Holidays and people have less time to shop. Book a time that works for her and her co-workers such as lunch or after work (and always on a pay day!). Have her invite all her co-workers to meet in the parking lot at the scheduled time. I offer the hostess one set at half price for each person who shops (and makes a purchase) with me that day. Book multiple Trunk Shows in one day. You can even do “mini trunk shows” with customers who live in the area where you will be. Lay a piece of sparkle fabric or a holiday tablecloth on the bottom of your trunk. Have your gifts sorted by “Gifts for Her,” “Gifts for Him,” “Gifts for Everyone,” and “Stocking Stuffers”. You’ll want to give each shopper a large gift bag with a business card, holiday brochure, business opportunity info and a sample.

Tip:

You may want to create a gift tag for each set that includes the name of the set and the products that are included along with the sale price. Price each gift set to include sales tax and gift wrapping. Have an “Inventory List” so you can track what you are selling, or pull the gift tags off when someone purchases a set.





HOLIDAY BOOKING SCRIPT



Hi, _____, this is _____ with Mary Kay. Do you have a quick minute?

Great! I've got something exciting to share with you! Christmas is only ____ weeks away... can you believe it? We're entering the busiest and most hectic time of the year, so I'm helping my clients reduce stress and save time and money by bringing Christmas to you! Could you get excited about finishing the bulk of your Christmas shopping at a 50% discount (or whatever discount you prefer)?

Let me share how: It just take 1 hour of your time and 5 or more of your girlfriends. I have a gift-giving service to share with those of you who want to avoid the malls and really enjoy the holiday season. I call it a shopping coffee, and you can shop from your seat instead of your feet! You fix the coffee or cider, and I'll bring the cookies! I'll bet several names come to mind right away, don't they?

Well, my October Special is this: when you schedule a shopping coffee in October and have at least 5 friends to attend, you earn the right to do YOUR Mary Kay shopping at 50% off! How does THAT sound? Who comes to mind who would enjoy some shopping time with the girls?

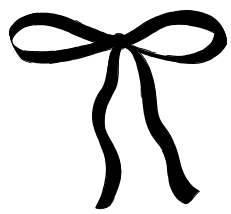
(Insert Hostess Credit of your choice)

Set the date and say:

We're going to have so much fun! I have you scheduled for _____. I'll send you a great packet to help generate outside sales. Would you like to know how to have the best shopping coffee possible?"

(Coach her how to invite guests. 18 or older without a consultant, and take up outside orders)





HOLIDAY BOOKING OBJECTIONS



The holiday season offers unique opportunities to serve your customers and earn extra money! With so many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skincare class or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses. Remember, an initial "no" response usually means, "I need more information. Tell me how holding a class will benefit me." You can use these dialogues to help you schedule additional holiday bookings with ease!

"With the holidays, I'm too busy with parties & family gatherings."

"_____, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary makeover where they'll learn how to develop a good skincare routine. Let's set a tentative date for your class with understanding that if the time comes and you find it inconvenient, you can call me and change the date."

"I've just about finished my holiday shopping."

"As usual,_____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home. You can earn hostess points toward a lovely gift for yourself. Which part of the week is better for you, the first part or the latter part?"

"Oh, my relatives will be visiting from out of town."

"That's fantastic,_____. Not only will they enjoy getting together. I know your (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay makeovers. You may want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"

"Keeping up with the kids' activities this time of year really keeps me on the go."

"I can understand that, _____. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, and you could probably use some time to be pampered. Why don't we schedule a complimentary makeover for next week? Let's look at my datebook and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."

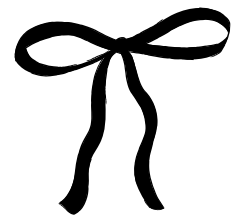
"The kids will be home from school."

"I bet there will be times when you'll want to get away and do something special for yourself. I'll even have a special gift for the person who babysits for the kids when you hold your skin care class."





HOW TO SELL TO *Corporate Businesses*



Why Corporate Buyers Buy:

- Corporate buyers actively look for products and services that help them save time, control costs, and show appreciation to employees or clients. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
- They often spend more than the \$25 tax-deduction guideline, with many managers preferring gifts around \$50 and senior executives often spending \$100+.
- They appreciate quality, professional presentation, and extra touches such as complimentary wrapping or convenient delivery.

How to Approach and Follow Up:

- Make your first contact by phone or email and always be ready to schedule a brief appointment to show gift options in person.
- Expect several decision makers, such as an assistant, a manager, and a finance approver; a committee simply means the company has a strong gift program and is ready to buy.
- When asked “What is your call regarding?” confidently reply with a phrase such as, “May I please speak with the person in charge of purchasing holiday gifts for employees or clients?” (tip by Senior Director Nancy Moser)

In-Person Meeting Tips:

- Dress and act professionally, arrive on time, and bring samples or a small thank-you gift for the receptionist to create goodwill.
- Ask if they have a price range in mind, if everyone should receive the same gift, and be ready to suggest bundles for men and women.
- Listen carefully for other needs such as personal gifts for family or client appreciation so you can expand the order.

Build Repeat Business:

- Label every gift with your contact information and request recipient names when possible for easy follow-up.
- Remind the buyer that you can provide gifts year-round for occasions such as retirements, promotions, or client thank-yous.
- Keep track of their preferences so you can offer fresh ideas each holiday season and become their go-to gift consultant.





Overcoming Common Objections:

- **“We only give a bonus.”** “A bonus is wonderful! Many companies pair a small personal gift with a bonus so employees think of them each time they use it. Is there any reason why we couldn’t get together this week or next and spend 10 minutes looking at our gift ideas? It won’t cost you a cent to look, and I guarantee you’ll be glad you did!”
- **“Gifts are too personal.”** I’ve found employees love practical, personal gifts! I also provide free classes on professional makeup and dress that can help your employees represent your business the way you want them to. Would you be interested in that service as well? Why don’t we schedule a 10-minute appointment for this week or next so I can explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!

Sample Email:

Dear _____,

The holidays are coming fast, and I’d love to help you thank your team, clients, and business partners with ease. In just minutes, we can create custom gift packages starting at \$10, beautifully wrapped, delivered free, and backed by a 100% guarantee. Let me take the stress out of holiday shopping so you can focus on running your business.

What day this week works best for a quick appointment to plan your gifts?

Best regards,

Independent Beauty Consultant

Suggested Opportunities:

- | | |
|-------------------------|-------------------------|
| • Banks | • Law Firms |
| • Dentists | • Consulting Agencies |
| • Realtors | • Medical Offices |
| • Clinics | • Senior Living Centers |
| • Car Dealers | • Childcare Centers |
| • Restaurants | • Boutiques |
| • Hotels | • Charities |
| • Insurance Companies | • Athletic Clubs |
| • Civic & Service Clubs | • Contractors |
| • Churches | • Printers |

