

Valentine's Day

HOT SALES TIPS!!



I- L-O-V-E-Y-O-U! Gift Idea!

This gift idea is similar to the 12 days of Christmas -- it's a Valentine's basket with a gift to spell out I L-O-V-E Y-O-U -- gift sets from \$50, \$75, \$100.

I is for important. That's what you are to me! Hope this little present is also that to thee!

L is for love. All my feelings of amore! When you open this present you'll know its you I adore!

O is for ovations. I'm hoping for a few, especially if this presents finds favor with you!

V is for valentine - won't you be mine? This present is for you because you're very fine!

E is for eternal, the length of my love. Open this present, my sweet turtle dove!

Y is for yearning. I yearn to do it right. So, I hope this makes you happy all day and into night.

O is for occasion. It's a special one for me. As you open this present, I know that you'll agree.

U is for unanimous. That's how I hope you'll feel as you open this present -- our feelings are for real!

Put them all together, each present in a line, and you'll see they spell I Love You. Will you be my Valentine?

This could be a set of 9 different gifts to be opened one at a time... or all together -- either way. You can have fun wrapping and putting a drop dead gorgeous package together (something that you would love to receive)! If you are doing a basket type promotion -- you can definitely include a single rose or other flowers as part of the package and make sure you cover it in your cost! (especially if you are promoting an overall gift service -- get them trained to come to you for all their gift giving needs!).

OK, valentines ideas...think red, pink, chocolate just to get in the mood...

Here is a catchy poem that you can use to promote gift certificates:

Happy Valentine's Day!
I loved you when I met you,
today I love you more.
You've made my life more wonderful
than it's ever been before.
I hope your day of shopping
will be happy as can be.
So try it all and have a ball,
and then come home to me!

Contact the husbands and significant others of your customers and offer to put together a Valentines Day gift for their sweetheart.* Men generally shop by price and convenience, so you may want to ask what price range they have in mind. Here is a dialogue you could use:

Hi, Bob, this is _____ . You don't know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute?

I wanted to talk to you about a Valentine's Day gift idea for Karen. Great! Bob, I always call my customer's husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to receive as gifts.

I don't know if you've shopped for Karen's Valentines Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love. I offer free gift wrapping and delivery. If she's not 100% thrilled, I'll exchange anything to her complete satisfaction. I can make you look really good, Bob! I have gifts ranging from \$15 to \$100. Tell me, what price range would you have in mind? Great! Would you like the gift delivered to you at work or to Karen's home? I know shell love it. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday rolls around!



This Certificate Entitles

To _____

Expiration Date _____ Redeemable Only With This Ind. Mary Kay Consultant

A Gift of Love From

Happy Valentine's Day!

