



Holiday

STRATEGY PLANNING
PACKET

HOLIDAY PLAN OF

October PLAN



Action

- 1 Set your goal for holiday sales & recruiting.
- 2 Make a list of all businesses & people you do business with, talk to them about your gift-buying services.
- 3 Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them! Show them how shopping **NOW** will offer them the best choices and prevent hassle.
- 4 Book holiday shopping coffees.
- 5 Have every customer fill out a Holiday Wish List so you can follow up with their "Santa". (This will be done in Nov & Dec)
- 6 Offer a variety of classes - skin care, glamour, nail care, etc. Begin to talk to everyone about preparing for the holidays!
- 7 **RECRUITING!** Build your team in October so they can take advantage of the holiday selling season!

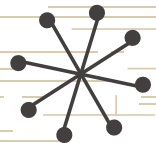
November PLAN



- 1 Follow up with all business contacts & leads.
- 2 Continue to book shopping coffees, skin care, glamour & body care classes.
- 3 Continue having each customer fill out a Holiday Wish List.
- 4 Begin talking to the men you have contact with - work, church, friends, etc.
- 5 Begin following up with Holiday Wish Lists. (They may not be ready to buy -but you are at least making your service known!)
- 6 Service all of your customers for their personal & holiday needs.
- 7 **RECRUIT!** What a great time to begin a business - your own shopping at cost, provide service for those you know & prepare for an exciting new year of opportunity!

December PLAN

- 1 Follow up on all husbands & men! They are beginning to get serious!
- 2 Follow up on all Holiday Wish Lists.
- 3 Book shopping coffees.
- 4 Book skin care & glamour appointments. (Help them prepare for parties & people by looking their best)
- 5 Talk to men about 12 Days of Christmas gifts! They love it!
- 6 Have gifts with you at all times - in your car, in a basket you carry, at all appointments & reorders.
- 7 Help people think about stocking stuffers, last minute gifts & **RECRUIT!**
Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity!



HOLIDAY

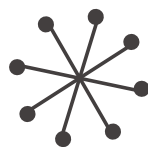
September 1ST - 10TH

Time

TABLE

- ☐ Plan your Holiday Strategy.
- ☐ Call all your customers and offer them a \$75 for \$35 for all hostesses who have 3+ guests, \$100 in class sales and one class booking! This is great for moms and daughters, skin care/glamour classes, trunk / gift shows or office pampering parties!

September 11TH - 15TH



- ☐ 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.

September 16TH - 30TH

- ☐ 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

- ☐ Set your goals – retail sales, interviews held and new team members.
- ☐ 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 color cards.
- ☐ Hand out 3 a day for best results. You are planting seeds for your future!
- ☐ Have 10–15 Hostess Packets and Recruiting Packets prepared.
- ☐ Start following up with PCP customers. Target: booking skin care classes, fall makeovers, pampering 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 the 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(s). This is for consultants with ample customers locally to them.



HOLIDAY

October 16TH - 31ST

Time

TABLE

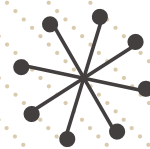
- ☐ Continue warm chatting with the Go-Tote.
- ☐ Have guests at every meeting!
- ☐ Offer a free lip gloss or eye shadow
- ☐ Make sure you have everyone fill out a Wish List!
- ☐ Order items from the holiday catalog for your own gift giving needs.
- ☐ Send out letters to husbands on your list.
- ☐ Offer a variety of classes. Skin care, glamour, pampering, on-the-go, etc. Begin to talk to everyone about preparing for the holidays.
- ☐ Remind everyone of your gift giving / wrapping services.
- ☐ **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



- ☐ Continue booking, Wish Lists and warm chatting with the Go-Tote. Now you can offer holiday makeovers.
- ☐ Have guests at every meeting and at any event in your local area.
- ☐ 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. Contact churches, schools, local business to do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table.
- ☐ 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 certificates to use at their facial and makeover or a men's fragrance 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 amount on the gift certificate.
- ☐ Send out your Open House invites, if you are holding it in the last weeks of November.
- ☐ **RECRUIT!** What a great time to begin a business. Your own holiday shopping at cost!

November 16TH - 30TH



- ☐ Continue with booking, wish lists and warm chatting with your Go-Tote!
- ☐ Have guests at every meeting and at any event in your local area.
- ☐ Follow up with Open House invites, call **EVERYONE** and make sure they don't miss the free gift for sending their RSVP. 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.

Christmas

STRATEGY CONTACT LIST

Businesses to contact for gift giving service

	Business	Telephone	Contact Person
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Businesses to contact for gift giving service

	Business	Telephone	Contact Person
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Holiday coffees, holiday makeovers, trunk/gift shows & skin care classes

	Customer's Name	Telephone	Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

12 WEEK PLAN TO EARN \$3000 BY CHRISTMAS

Commit to:

2 hours a week for unit success meeting / training.
5 to 6 hours a week to show / teach the product line

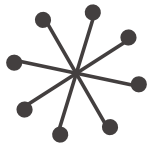
Invest:

In holiday product and packaging to present different gift sets, baskets & stocking stuffer ideas!



Show or tell:

Fill a holiday basket and let everyone shop. The average person selects 3 items from the holiday line, averaging about \$50 per shopper. You only need about 8 customers a week to reach your goal. Have the customer tell their friends and they can have a special discount if their friends buy 3 items. You could do 1 party and 1 private makeover a week along with your holiday sales and raise your profits even more!



Week 1 - Sell \$650 Profit \$260
Week 2 - Sell \$650 Profit \$520
Week 3 - Sell \$650 Profit \$780
Week 4 - Sell \$650 Profit \$1040
Week 5 - Sell \$650 Profit \$1300
Week 6 - Sell \$650 Profit \$1560

Week 7 - Sell \$650 Profit \$1820
Week 8 - Sell \$650 Profit \$2080
Week 9 - Sell \$650 Profit \$2340
Week 10 - Sell \$650 Profit \$2600
Week 11 - Sell \$650 Profit \$2860
Week 12 - Sell \$650 Profit \$3120

That's over \$3000 profit to buy your family the Christmas gifts of their dreams. You can do it!
It's been proven that cosmetic sales are the #1 gift during the holidays, because it's one size fits all!

But don't stop with this! *Think even bigger!*