

HOLIDAY SELLING & TEAM-BUILDING GUIDE



HOLIDAY TIP:

Be sure to watch the *Holiday Selling & Team-Building* video for details on how you can leverage these resources and maximize the holiday selling season to give your customers the gift of an easy, stress-free holiday.

MARY KAY®

HOLIDAY STRATEGY TO-DO LIST

September

- Consider personal calendar commitments.
- Set a specific holiday season goal and timeline.
- Schedule a virtual or in-person holiday open house, and send save-the-dates to your VIP customers.
- Hold virtual or in-person beauty experiences, skin care parties and second appointments throughout the holiday season to see as many faces as possible.
- Keep the *myCustomers+*™ App up-to-date to alleviate stress and allow you to be more strategic with your communications in the coming months.
- Share the Mary Kay opportunity! Who wouldn't want to get in on the **FUN** this holiday season and potentially earn extra income in the process?

October

- See more faces and increase your customer base by continuing to hold virtual or in-person beauty experiences, skin care parties and second appointments.
- Provide **holiday wish lists** to everyone to help generate future sales in the coming months. (A printable holiday wish list and many other great resources such as holiday product videos and *MKeCards*® can be found in the Product Central holiday hub on *Mary Kay InTouch*®.)
 - Continue to share the Mary Kay opportunity strategically!
 - Prepare your inventory, and ensure you have plenty of giftables ready for November and December. (Watch the *Holiday Selling & Team-Building* video to see what a giftable is.)
 - Check the Product Central holiday hub on *Mary Kay InTouch*® > Products > Holiday 2021 > Supporting Materials for fun downloads such as gift tags and other printable items to add an extra-special holiday touch to your giftables!
 - Send save-the-dates for your *Mary Kay Pink Weekend*™ sales and events.
 - Refer to the *Mary Kay Pink Weekend*™ tab on the Product Central holiday hub for special promotional *MKeCards*®, digital posts and more to help you plan and to help you get your customers excited to shop with you.

HOLIDAY STRATEGY TO-DO LIST (cont.)

November

- Let everyone know that you can help them with their holiday gift-buying.
- Sell giftables and holiday products. Continue to provide the **holiday wish list** to those you meet.
- Continue to **SEE MORE FACES** virtually or in person – this never changes.
- Offer holiday-themed beauty experiences and skin care parties.
- Review your customers' **holiday wish lists**, and connect with those buying gifts for them.
- Share a temptation basket with those you meet on the go (*a basket full of giftables and your other favorite Mary Kay® products*).

Mary Kay Pink Weekend™

- **COMMUNICATION IS KEY** – Make sure everyone knows the date and specifics of your sale or event.
 - For example: Utilize postcards, emails, social media, calls and text messages to notify your customers of your sale or event as the date approaches and again on the day of the sale or event. (Mary Kay-branded digital assets can be found on *Mary Kay InTouch®* to ensure you have an overall professional look.)
- Individual follow-up with your customers, family and friends is helpful for great results!
- Get new appointments booked, and generate referrals.

HOLIDAY STRATEGY TO-DO LIST (cont.)

December

- **SEE MORE FACES**, and grow your customer base.
- Continue to hold beauty experiences and skin care parties virtually or in person.
- Sell through giftables and holiday products.
- Offer holiday-themed beauty experiences and skin care parties.
- Book holiday makeovers.
- Review your customers' **holiday wish lists**, and connect with those buying gifts for them.
- Book New Year, New You makeovers for January to help keep your holiday momentum going.

Holiday Wish List

A printable [holiday wish list](#) can be found in the holiday hub on *Mary Kay InTouch*® > Products > Product Central.



HOLIDAY WISH LIST SCRIPT

Potential script to use when reaching out to “Santas” throughout the holiday season:

“Hi, *(Insert name of person you’re calling)*!

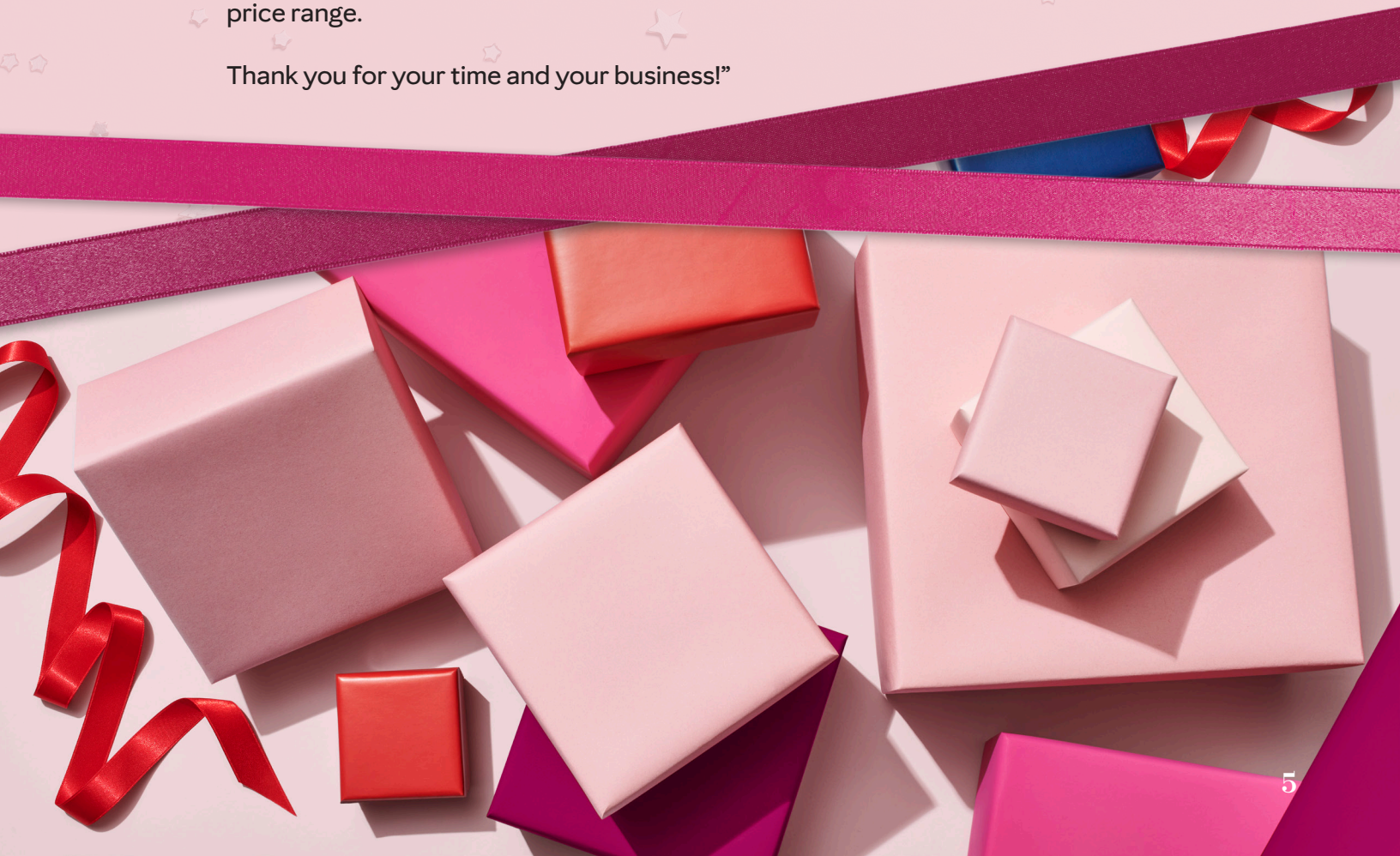
This is *(Insert your name)*, and I don’t believe we’ve met, but I am your *(Insert relationship to customer — daughter, sister, mother, wife, friend, girlfriend)*’s Mary Kay Independent Beauty Consultant. Do you have a minute?

Great! I’m calling because *(Insert name of customer)* created a **holiday wish list** of some of her favorite *Mary Kay®* products that she would love to receive this year. She said you’re someone who might be looking for some holiday gift ideas for her. I’d love to help make your life easier, if I can. I also provide gift wrapping and delivery for **FREE!** Have you finished your shopping for her for the holidays yet, or would you like to know some of the items on her list?

Okay, great! *(Share the customer’s holiday wish list over the phone, or offer to text or email the information.)*

What is your budget, or how much do you generally like to spend on her? I can also make recommendations for additional products I know she will love that fit your price range.

Thank you for your time and your business!”



STRATEGY TIPS AND SCRIPTS

Mary Kay Pink Weekend™

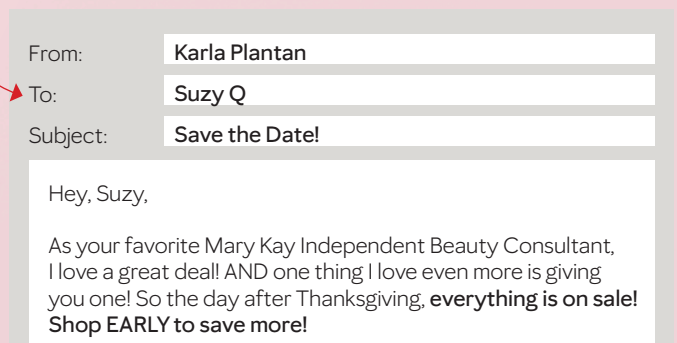
- Post about your sale or event on your Facebook Business Page.
- Why not change the **COVER** of your Facebook Business Page to reflect the **SAVE-THE-DATE?**
- Build anticipation on your VIP customer page with product videos or images available to you on Holiday 2021 under Product Central on *Mary Kay InTouch®*.

Social Media Post Example



- Send your customers, family and friends a customized **save-the-date** email to build anticipation of your sale!

Email Example



HOLIDAY TIP:

Use social media and email to your advantage!

WEEK OF THANKSGIVING

Monday

Send another email, which includes details of the sale or event, to your customers.

Email Script Example

Subject: Check out this sale – Mary Kay Pink Weekend™

As your favorite Mary Kay Independent Beauty Consultant, I love a great deal, AND one thing I love even more is giving you one! So this Friday, EVERYTHING is on sale! Shop EARLY to save more!

(Include image of invitation with dates and details)

To order, reply to this email, call or text me or visit my Mary Kay® Personal Web Site: marykay.com/yourwebsitename.

Please note: Discounts will be applied once your order is submitted based on your order's time stamp. Discount will not be reflected in your cart. Orders can be submitted via email, call, text or my Personal Web Site.

EXTRA! EXTRA! I have MK® SWAG BAGS *(Samples of your favorite Mary Kay® products)* as a special gift for all orders over *(Enter amount)*, and YOU receive a *(Enter amount)* credit to use with me on a future order for every three friends or family members who purchase from me on Friday. (NO LIMITS!)

(Your Name and Contact Information)

HOLIDAY TIP:

Get her to interact with you!

Wednesday Night (Day Before Thanksgiving)

Send a text reminder to your customers about your sale.

Text Script Example

Set your phone alarm NOW! My sale starts Friday! Check my Facebook Business Page for all of the details.



Thursday Late Night (Thanksgiving Day)

Send another text reminder to your customers about your sale.

Text Script Example

I hope you had a great Thanksgiving! I am thankful to have you as a customer. Respond to this text with "Alarm Set" to be entered to win \$25 in FREE Mary Kay® products.



WEEK OF THANKSGIVING (cont.)

Friday – Turn Friday PINK! (Day of Sale)

- Get parties booked!
- GENERATE REFERRALS!
- Consider giving a **FREE SAMPLE MK® SWAG BAG** to every person who provides you with **10 referrals**.

Text Script Example

Hey, Danielle! I got your order! I want to talk to you ASAP to get you in on a limited-time gift. Call me to get details!



Script Example (for when the customer calls)

“Hi, *(Insert name of customer)*! First of all, thank you so much for supporting my **Mary Kay Pink Weekend™** sale! I so appreciate you!! After the *(Enter percent of discount here)*, your total is *(Insert total amount of order)*. I have a hostess special right now where you could potentially earn your entire order or some of the products you ordered for FREE if you have six to eight people over for a spa or holiday glamour beauty experience with me in the next two weeks! How does that sound?”

If she agrees, say: “Awesome, let’s find a date! I can come to you on *(Provide TWO dates when you’re available to facilitate the beauty experience)*. Which date would be better for a party?”

Once determined, say: “Fantastic! I’ll create the invitation and text it to you so you can forward it to your friends. I’ll also send the hostess rewards details so we can strategize how to earn your order free!”

(Send her beauty experience details.)

HOLIDAY TIP:

Individual follow-ups can get you great results!

WEEK OF THANKSGIVING (cont.)

Saturday – Shop BIG With a Small Business!

You might reach out to anyone whom you were expecting to order on Friday but didn't via social media posts, email, text or phone call.

Social Media Post Example



HOLIDAY TIP:

Reach out to those last-minute shoppers!

Monday (Mary Kay Pink Weekend™)

Follow up with anyone whom you expected to order but who hasn't yet. Send text messages, make phone calls and post on social media for any last-minute shoppers.

Social Media Post Example



(Insert an image of your sale details)