

Holiday Shopping Coffee How-To's!

1) BOOK IT!

Shopping Coffee Booking Script:

Hey Susie, it's Shauna with Mary Kay! Did I catch you at a good time, do you have just a quick minute? I am calling because I have the coolest new promotion and I had to tell you about it! How would you like to get your Christmas/Mother's Day/Valentine's gifts for FREE this year? I have these new amazing gift sets in and I need some people to do a shopping coffee. All you have to do is have some friends over for cookies and coffee. We put the new sets on your kitchen table and they can check them out. No one has to buy anything at all. But here's the great part of the promotion: for every 5 people who buy something, you get a free gift set!

If you need to leave a Message:

Hey Susie, it's Shauna with Mary Kay! Hey I have this great new promotion that involves a lot of free stuff, can you call me as soon as you get a sec? Thanks so much, my number is 555-5555. Talk to you soon!

2) COACH IT as you would a normal class! All she needs is a table for you to put your sets on, a pot of coffee, and some cookies or goodies. Be sure you get the guest list in advance.

3) CONFIRM IT!

Hey Mary, it's Shauna with Mary Kay! I'm just calling to confirm your attendance at Susie's Mother's Day Extravaganza on Saturday. It's going to be totally fun and low key! We are going to be there from 1-3 and it's an open house format, so you are welcome to come anytime. Everyone who comes gets a free gift, but if you bring 2 friends with you, you get a FREE full size hand crème too! You can reach me at 555-5555 if you have any questions. Have a great day and I'll see you soon!

4) HOLD IT!

1. Arrive early to set up!

2. Bring:

- ✓ Wrapped mini hand crèmes for each guest
- ✓ A wrapped prize for profile card drawing
- ✓ Profile cards with mini clipboards or magazines to use as portable desks
- ✓ Pens
- ✓ Beautiful gift sets
- ✓ If you are selling fragrance or body care, full size demos are a nice idea
- ✓ Wrapped full size hand crèmes
- ✓ Satin Hands Demo
- ✓ Sales Tickets and Catalogs
- ✓ Your starter kit just in case!

3. As guests arrive:

- ✓ Get to know them
- ✓ Do satin hands with them at the sink and then give them their mini hand crème for attending. If they brought 2 friends, they get a full size hand crème as well!
- ✓ Have them fill out a profile card so they can be entered into the drawing for a free gift basket
- ✓ Let them shop. If you are showing sets and are going to make the rest later, let them know all gift sets will be delivered, wrapped to them before Mother's Day! (This is the best way to go because it gives you a reason to contact them later, which as you will see, is very important!)
- ✓ SELL SELL SELL!!!

5) TURN IT INTO MORE BOOKINGS!

1. Take your profile cards, call all the guests, thank them for coming, and if applicable confirm the delivery date for their gift sets. Also say, *"I just had a quick question for you, so if you have a quick minute can you call me? My number is 555-5555. Thanks!"*

2. When you get them in person: say, *"I also wanted to check with you... right now, I'm supposed to doing 30 practice faces for my training and I'm kind of freaking out about it! I totally don't want to bug you and wouldn't expect you to purchase anything at all, but I wanted to see if I you might be willing to be a practice face for me and I will TOTALLY bribe you with free stuff! Is there any way you might be willing to help me out?"*

3. Hold your practice faces, get referrals, and then book some more!!!