

Executive Shopping Service

One way to take advantage of the profitable holiday season ahead is to offer an Executive Shopping Service to businesses in your area. Here are some ideas you might want to use:

Calling All Businesses

If you want to contact a business over the phone, here's a sample dialogue that Independent National Sales Director Nancy Moser teaches her area to use:

May I please speak with the person in charge of purchasing holiday gifts for employees like yourself or clients?

Mr. or Ms. (name of the person), this is _____. I'm an Independent Beauty Consultant with Mary Kay, and I'm calling the businesses in this area to offer my Executive Shopping Service for your special clients and employees. May I have five minutes from your busy schedule to explain my services? Great!

Depending on your needs, I have specialized gifts priced from \$10 to \$40 or more, and I will gift wrap them and deliver them free of charge.

I know your time is valuable. It will only take about 15 minutes for us to get together so that I can show you my gift selection and answer any questions about my service. Which would be better for you, the beginning of the week or the end of the week?

Consider These Businesses and More . . .

When thinking about who to contact, a great place to start is with businesses you do business with. Consider the following:

Banks

Dentists

Churches

Clinics

Veterinarians

Loan companies

Boutiques

Beauty salons

Contractors

Realtors

Restaurants

Hotels

Doctors

Social or civic groups

Printers

Self-employed people

Insurance companies

Dry cleaners

More Suggestions You May Want to Remember:

- Dress and act professionally for each appointment. Be on time.
When you arrive, give an attractively wrapped product sample or other small gift to the secretary and have fragrance samples on hand for your contact.
- Take along a color version of the Holiday Gift Guide to show your contact as the eye always buys.
- Emphasize your range of prices. Ask your contact if he or she has any price ranges in mind or if everyone receives the same gift.
Usually a company gift-buyer will either choose the items or say, I need 20 women's gifts and 10 men's gifts at \$20 each. The actual selection may be left to you.
- To help prevent cancellations, you might ask for a pre-payment of half down and then the balance due upon delivery.
- Listen for other gift needs your contact may have, such as personal gifts for family and friends.
- Be sure to attach your address label to each gift product. If possible, get the names of the recipients for follow-up sales.
- Keep in mind that your goal is repeat business throughout the year and following holiday seasons. Even if they don't buy this year, the good impression you make may be remembered in the future.