

Thanksgiving Weekend Selling Strategy

Thanksgiving - we eat and then we SHOP!

You can make a lot of money if you invest a little time.

Women are already planning to spend, just not with you – YET!

Write off your Thanksgiving Travel and use THEIR \$\$ to do your shopping!

HOLD:

1. Holiday Shopping Coffees on Friday/Sat/Sun
2. Black Friday/Dash Out The Door Makeovers on Thurs/Fri/Sat/Sun
3. Bedtime Facials/Shopping Recovery Multimasking Parties on Thurs/Fri/Sat/Sun
4. Holiday Look/Glamour Parties on Thurs/Fri/Sat/Sun

Step 1: Decide on your Strategy and GET IT BOOKED

Script to Book Your Family When Traveling:

I'm coming to visit you and I need some HELP! Pause... they will say... "what do you need?" In order to write off my trip as a tax deduction, I need to do some MK. Is there any way you could get a few friends together for a _____ (holiday shopping coffee, Dash out the Door Look, Holiday Glamour Makeover, Shopping Recovery Party)? The only way I can use this as a tax deduction is if you have friends or family there.

Scripts to Book Family/Friends when Staying in Town OR Traveling:

I am working on earning an awesome prize from my Director and in order to earn it, I have to practice on a friend or family member over Thanksgiving weekend! Is there any way I can borrow your face and I will LOVE YOU FOREVER?!?!

Other "words to use" with your family:

I have this really fun look to put on before we go shopping. It takes about 4 minutes and is super easy!

Let's all get cute before we go out (shopping, to dinner, etc!)

Let's do Holiday Makeovers together! I have some fun new products and they are amazing!

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 some Christmas 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 555-555-5555. Talk to you soon!

Holiday Shopping Coffee Directions

- 1) 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.
- 2) CONFIRM IT!

Hey Mary, it's Shauna with Mary Kay! I'm just calling to confirm your attendance at Susie's Holiday Shopping Coffee 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 555-555-5555 if you have any questions. Have a great day and I'll see you soon!

You Need:

- ✓ Wish Lists
 - ✓ Wrapped mini hand cremes for each guest (plus extras!)
 - ✓ Wrapped Full Size hand cremes for those who bring 2 friends
 - ✓ Packaged Gift Sets: either on hand to sell off (best) or demo sets to order (think like a cake shop) & be delivered
 - ✓ Basket of Emergency Gifts & Stocking Stuffers
 - ✓ Demos of Satin Hands & Lips, Body Care, Fragrance, Lip Glosses & Colors
 - ✓ Bake cookies 30 minutes before it starts (refrigerated dough HOLLA)
 - ✓ Crock Pot of Cider
 - ✓ Pot of Coffee
 - ✓ Holiday Creamer
 - ✓ Holiday Tea choices with a hot kettle
 - ✓ 2 wrapped prizes
 - ✓ Catalogs
 - ✓ Pens
 - ✓ Magazines or Clipboards
 - ✓ Cut up plastic trays with glosses or lip color pre-swiped
 - ✓ Mirrors from your Starter Kit
 - ✓ Your roll-up bag and kit JUST in case!
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1. Set up... think simple
 2. Come in... have a cookie. Would you like coffee, tea, or cider?
 3. Hand them a wish list... remind them it's for a drawing...
 4. Let them browse and TRY everything!
 - a. Have demos on a charger or small mirror in front of the packaged gift
 5. While people are browsing, do Satin Set, glosses, etc.
 6. Help them shop. What are you getting for... Secret Santa, Carpool, Teachers, Daycare Provider, babysitter, coaches, music teacher, neighbor, family members?
 - a. Let them know you can make as many as they need and wrapping is FREE
 7. Prize Drawing for Wish Lists... may need to do one in the middle and one at the end...
 8. Put gifts into the gift bag with "cello" coming out the top as "tissue" OR arrange delivery date closer to Christmas
 9. Book Holiday Look Makeovers OR Christmas Morning Makeovers with ALL!