



Holiday Open House Success Tips

Before the Open House:

- Schedule your Open House Thursday-Saturday, 10 am-9 pm. Don't spend too much time decorating, cooking, etc. The focus is on our fabulous products & opportunity. Spend your time calling to remind your customers of the date & time.
- Always ask them to bring friends! Meet as many new people as you can.
- Take the time to book special appointments. That way when you call your customers, you can have them schedule specific times to stop by for their holiday look. Be your own hostess if they don't want to bring friends with them, and book several people during that time slot. If no one is at the Open House during a time period, call your customers to remind them, ask them if they are coming, and if not, take orders and book holiday appointments.
- Make sure to have specific specials for stopping by the Open House. These don't apply to phone orders, so your customers will have to stop by and see the great options you have.
- Offer specials for a minimum order. For example- if you place an order for \$100 or more, you can purchase the Day/Night Solution for 25% off! Focus on regular line products they are not currently using (especially supplements) to increase future sales.
- Follow up on each customer who was not able to attend and see if they have any special holiday needs. Offer to hold a holiday show at their office during a lunch break so they can take advantage of your specials.

The Open House:

- If you have room, set up your home like a department store- with different products in different rooms. For example- have the Satin Hands in the kitchen or bathroom so they can try it; dining room for glamour or gift baskets so you can spread them out and showcase them.
- Have a special place for your customers to make up their own gift basket. Not only will they be able to personalize their gift, but they will have a lot of fun! This also makes it easy to wrap personalized gifts for the customer while she is browsing. Have gifts already wrapped so people can get ideas and/or purchase them.
- Always have your datebook with you to book holiday appointments!
- Make sure to share the opportunity. Your customers will be able to see the many options Mary Kay has to offer both in products and in how much fun you are having and getting paid!
- Have each guest fill out a profile and wish list. Then you will be able to call her back to book her after the holidays if she isn't able to book now.

For Even More Great Holiday Ideas, Visit www.unitcommunity.com/holiday

Goals and Holiday Open Houses

from NSD Kathy Goff-Brummett



It is that time of the year: We are looking for unique ways to market our product and the career opportunity. When you plan your Open House, I feel it is critical to define your goal(s) ahead of time.

Holiday Preview Selling Ideas-Thanks Gloria Boyne!
Here is what you do:

- Order one of each holiday item and fragrance.
- Call all your customers and say: "I am having a holiday sneak preview on ____ (date) from ____ (time) (1 hour is enough) and I need your help! If you will just come and give me your opinion of our new holiday products and bring a friend, you can choose any one holiday set/ product of your choice for 1/2 price. It will only take a few minutes. Thank you for your help.
- Offer each customer a small gift (perhaps several samples wrapped in tissue and curly ribbon or an eye shadow) for each additional guest she brings with her - over 18.
- When your clients arrive, give them a Christmas wish list. This is a piece of paper where they can tell you what they would like to have themselves for Christmas.... you then call the husband (or whoever would be buying the gift) and play Santa for him.
- Have Satin Hands out for them to try, along with the Satin Lips and Day/Night Solution. Do the Satin Mask on lips first, then Satin Hands, and when they go to wash, they can wash it all off at once. Then apply Hand Cream and Satin Lip Balm. Apply the Day Solution to one elbow and the Night Solution to the other. (The hands are already treated from the Satin Hands.)
- Have all holiday items displayed with tags next to them with their name and price. Have a tester available of each fragrance. (Put a sticker on them that says "Tester.")
- Have regular line items out too.
- Take holiday orders. Have sales tickets spread around so you are ready, or wear a holiday apron and have them in the pocket!
- Place an order with the Company for what you need to fill the orders.

Why are you holding a Holiday Open House?

1. To have retail sales
2. To touch base with your customers
3. To meet new prospective customers
4. To show team members & potential team members a way to market MK
5. To layer in the recruiting process
6. To get your name into your community
7. To get your house ready for the holidays
8. To entertain your friends
9. To enjoy the crafty parts including baking and basket making
10. To take good skin care customers into other lines of our products
11. To market to husbands of your customers, etc.

None of these goals is any better than the next. You choose what is in your heart! Once you have defined your goal, you can spend time preparing accordingly. Let me use myself as an example: I hold Open Houses each year to get my name into the community (over and over) so folks will think of me and Mary Kay in one thought, and to increase my customer base by meeting new folks. In order to meet these goals, I spend my time making and distributing hundreds of invitations. I also ask my current customers to bring friends and offer them incentives to do so. If I were not focusing on these goals, I might not distribute so many invites or offer those targeted incentives.

When the Open House is over, I can assess whether I met my primary goal or not. If sales are low, but that was not my goal, I won't feel frustrated!

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Extra Touches for Your Open House

- The eye buys! Don't be afraid to use a little "razzle-dazzle" in your decorations. You might try sprinkling confetti around gift sets and product displays. Bright ribbons and bows, sparkly snowflakes or beautifully-wrapped packages will draw eager eyes to your merchandise.
- Next time you're at the mall, notice how retailers group related items together for up-selling opportunities. Think of ways you can do this with your own products. For example, when you're showcasing the limited-edition men's shower gels, feature the fragrance with it. Feature the regular line glamour and compacts alongside the Metro Glamour Set or full-size Eau de Toilettes next to the PCP gift with purchase.
- You can fill festive bowls or baskets with product samplers. Guests can grab one on their way out the door—it's a great way to introduce them to products they may not have tried.
- Your home may already be decorated for the holidays, but you can always warm things up with the aroma of baking cookies or hot apple cider on the stove. Or consider holiday-scented candles to set the mood.
- Fill a bag or sheer envelope with fun products perfect for giving to a favorite teacher, babysitter, or hairstylist. They're easy to sell as "last minute" gift ideas. Both are the perfect size for creating inexpensive presents!
- Themed gift baskets are always popular, so consider creating gift collections that include a little merchandising touch—a netted bath sponge or rubber ducky, for example. Just don't forget to include in your selling price any added expenses of putting together beautiful gift baskets.
- Display the new Color 101 Looks. It's a great way to generate color makeover appointments and promote new looks for holiday parties. The Virtual Makeover on your Mary Kay Personal Web Site is also a creative way to promote the perfect party look to your guests. It's also really fun to use with groups!
- Don't forget to have The Look for fall/holiday available for guests. You will want to collect the names and addresses of guests who wish to receive The Look quarterly through the Preferred Customer Program.
- Show off the FREE gift with purchase. Customers who purchase \$40 or more in Mary Kay products at your party can take home the Mary Kay Travel-Sized Spa Lotions! It's also a great time for them to try them if they haven't!
- Prominently display the hostess gift options. Remind potential hostesses that it's a "great way to give a gift to yourself" - and have fun doing it! Provide her with this script: "Hi! This is {Hostess's Name}. Do you have a minute? I'm hosting a holiday gift party with my Mary Kay Independent Beauty Consultant. She's got lots of exciting new gift sets this year, perfect for holiday giving. It's on {date} at {time}, and I'd love for you to join us. Can you come? Great! And if you'd like to bring a friend along, the more the merrier! I look forward to seeing you at the party!"
- Follow up with Open House invites. Call EVERYONE and make sure they don't miss the free gift for RSVP-ing. For those who can't come, book for another time.
- The Free Tree: As guests come to your Open House, they get to select a free product off the tree just for coming. This is a great way to move discontinued color products like eye shadow or cheek color. Simply tie the product to a small Christmas tree using satin ribbon and tulle. Add some lights and make it a very festive decoration for your event. (Thank you Madge Blackburn for this cute idea.)



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