



# Holiday Time Table

## September 1st—10th:

- ⇒ Plan your Holiday Strategy.
- ⇒ Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 In class sales and one class booking OR your favorite hostess program. Consider mom/daughter parties, Skin care parties, Trunk / Gift Shows or Office Pampering Parties!

## September 11th—15th:

- ⇒ Complete your Star!
- ⇒ Order your holiday items early.
- ⇒ Put together your on-the-go basket and set up preview appointments/on-the-go's/stop & shops appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.

## September 16th—30th:

- ⇒ Begin your preview appointments with customers.
- ⇒ Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- ⇒ Hold appointments that you scheduled the 1st part of the month.
- ⇒ Do your own personal shopping using our wonderful Mary Kay products and gift items!

## October 1st—15th:

- ⇒ Set your goals Retail Sales, interviews held and new team members.
- ⇒ Have guests to every meeting!
- ⇒ Start "showing, telling and smelling" with everyone you come in contact with.
- ⇒ Have your on-the-go basket filled with samples, fragrances and Look Cards.
- ⇒ Hand out 3 a day for best results. You are planting seeds for your future! Ask them if you can text them your business card so you automatically have their contact info!
- ⇒ Have 10—15 Hostess Packets and Recruiting Packets with marketing info. and a link to your favorite marketing video/audio prepared.
- ⇒ Start following up with PCP customers.
- ⇒ Target: Booking Skincare Parties, Fall Makeovers, Nail Care Classes, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her, interview her and meet more wonderful ladies.
- ⇒ Offer a free lip gloss/mascara to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- ⇒ Now is the time to start booking office visits to do Shopping Coffees / Holiday Preview Parties during break / lunch time at customer's place of employment or in a neighborhood setting.

- ⇒ Continue to follow up with businesses, always adding more to your list.
- ⇒ Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them (at least 100 minimum).

#### **October 16th—31st:**

- ⇒ Continue booking Wish Lists and warm chatting with your on-the-go basket.
- ⇒ Have guests at every meeting! Offer a free gift for coming.
- ⇒ Make sure you have everyone fill out a Wish List!
- ⇒ Order items from the holiday catalog for your own gift giving needs.
- ⇒ Send out letters to husbands on your list.
- ⇒ Offer a variety of classes. Skincare, glamour, fragrance, multi-masking, peel parties, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- ⇒ Remind everyone of your gift giving / wrapping service.
- ⇒ RECRUIT! Build your team in October so they can take advantage of holiday selling season and the tax advantages for the entire year.



#### **November 1st—15th:**

- ⇒ Continue booking, Wish Lists and warm chattering with your on-the go tote. Now you can offer Holiday Makeovers.
- ⇒ Start working on your "Pink Friday" sale list, invites, etc. if you are going to do one.
- ⇒ Have guests at every meeting and at any event in your local area.
- ⇒ Begin follow up with men you've contacted using the Wish Lists you may have. Many may not be ready to buy but you've planted a seed. Ask when you could call back.
- ⇒ Continue following up with business leads. If they are not interested in large gifts, ask if they'd be interested in you coming and offering hand massages with the Satin Hands products to offer a break for the employees.
- ⇒ Keep track of community events through local papers or flyer. Churches, schools, local business to do women's teas, etc. What a great opportunity for you to offer your services to have a pamper station or table or treats.
- ⇒ Be Creative! Many businesses may want to offer a special goody to customers during the Holiday time. Keep your ears and eyes open and make suggestions. You could provide a Pamper Goody Bag with a hand cream and \$10 Gift Certificates to use at their facial and makeover or men's cologne sample and \$10 Gift Certificate. Charge your cost plus supplies. It's a great way to meet new women. You can choose to put a minimum purchase price on the Gift Certificate.
- ⇒ Send out your Open House invites, if you are holding it the last weeks of November.
- ⇒ RECRUIT! What a great time to begin a business. Your own holiday shopping at cost!

#### **November 16th—30th:**

- ⇒ Continue with booking, wish lists and warm chattering with your on-the-go tote!
- ⇒ Have guests at every meeting and at all guest events in your area.
- ⇒ Follow up with Open House invites, Call EVERYONE and make sure they don't miss the free gift for sending their RSVP. Book those that can't come for another time.
- ⇒ Set up your Open House if booked during this week. Keep it simple!

⇒ Recruit! What a great time to begin a business for shopping at cost, extra income for the holidays and tax benefits.

**December 1st—15th:**

- ⇒ Finish your Star Consultant Prize Contest by December 15<sup>m</sup> Follow up with all husbands. They are getting serious now! Talk Twelve Days of Christmas!!!
- ⇒ Follow up with all Wish Lists.
- ⇒ Continue Booking! Wish Lists, and warm chatting with your on-the-go basket! This is a great time for Gift Shows.
- ⇒ Have gifts with you at all times, in your car, In a basket to carry with you wherever you go.
- ⇒ Have stocking stuffers available. (Hand Creams, Mint Bliss Foot Lotion...etc.) Slip in goody bag and tie with ribbon.
- ⇒ Deliver any 12 Days of Christmas baskets no later than December 13<sup>th</sup>.
- ⇒ Book shopping coffees.
- ⇒ Offer to have a fancy party dress night for make-up training.
- ⇒ Consider last minute Open House.
- ⇒ RECRUIT! Still time to get gifts at cost, take advantage of the tax benefits and prepare for an exciting new year of possibilities.

**December 16th—23rd:**

- ⇒ Call all your customers for their own personal needs. They often forget to call to reorder during the hustle and bustle. Remind them of your last minute gift ideas and stocking stuffers. Ask if she sees any gifts under the tree with her name on it. If not, find out who her Santa is and get her Wish List.
- ⇒ Deliver to offices as often as possible. Bring your basket in with stocking stuffers and sets.
- ⇒ Always have gifts in your car. This is a good time to put leftover sets in the trunk of your car and visit some local businesses. Ask employees if they'd like to shop. You can offer a discount on gift sets left if you choose.

**December 23rd—25th:**

- ⇒ Spend time with your family.
- ⇒ Be prepared for some last minute "panic" calls from your customers.

**December 26th-January 1st:**

- ⇒ Follow up with gift certificates put in gifts given.
- ⇒ Book "New Year, New You" classes.

**"Failure to plan is planning to fail."  
Follow your Holiday plan and you  
will have a DEBT FREE Christmas!**

