

# Holiday Selling Starts Now!



**Rebecca Evans, Independent Elite Executive Senior Sales Director**

**Independent Elite Executive Senior Sales Director Rebecca Evans** of Henderson, Nev., is a sales dynamo! She's been in the Queen's Court of Personal Sales eight times and does a booming holiday business. So don't settle for \$1,000 or \$2,000 when you could be earning a lot more in holiday sales. The key to success is to start selling now by using the tips and tools included in this issue to help take your business to new heights!

## Steps to Success

1. Set a holiday goal of what you want your profit to be. It could be \$3,000, \$5,000 or even \$10,000 above your regular Mary Kay business. Then, multiply that by two because that's the amount of product you'll need to sell at retail. So if you want to earn an extra \$5,000, you'll need to sell \$10,000 in retail product from now through December.
2. Next, decide how much time you want to devote to your holiday business. (This is additional time you'll need above and beyond doing your regular Mary Kay business.) Remember to factor in the time it takes for buying supplies, preparing gift baskets or wrapping and delivering. I've found that a great rule is that it will take approximately 10 hours to earn \$1,000 in extra holiday dollars. So if you want to make \$5,000 extra, plan on devoting 50 extra hours to your Mary Kay business over the three-month holiday period. That averages out to less than 30 minutes a day!
3. Choose your selling method. Gift baskets for current clients, executive gift baskets for businesses, holiday gift shows, *The Twelve Days of Christmas* ... there are lots of ways to sell during the holidays. To maximize the time you have, focus on the two or three options that will work best for your customers and give you the biggest opportunity for sales. As your business and confidence grow, you can always explore other ideas.
4. Start talking to your customers now and preselling the fall/holiday collection so you'll have an idea of what products they want. That way you'll be ready to make a smart business investment when you receive the Sept. 16 Consultant order form. (When you're ordering limited-edition products, remember all those year-round gift-giving opportunities!)

## The Best Way to Sell Sets

To excite your customers, you'll want to use the flier on Pages 15 and 16 of this issue of *Applause*® magazine or the online holiday gift catalog. These are great sales aids, whether you're planning on selling to your regular customers or building a "business" list. If you decide that businesses are an avenue of selling you want to pursue, Rebecca suggests starting with your current customers. Ask what their companies or their husbands' companies do for holiday gift-giving, and if they seem interested, ask for contact names and phone numbers. Rebecca has great success focusing on small to mid-size businesses. Below are some of her suggestions for other lucrative markets — you'll notice that many of these businesses are places you might find yourself on a regular basis:

- Medical clinics
- Dental offices
- Veterinarian offices
- Commercial and residential builders
- Banks, title companies
- Newspapers, radio and television stations

For a listing of the specific products shown in each of the sets on Pages 15 and 16, please see the online holiday gift catalog located on the Mary Kay InTouch® Web site under "What's Online." Click on the holiday promotional ad; then click on "Business Tools;" then click on "Selling Tools/Aids."

## The Twelve Days of Christmas

Here's a great idea for selling to husbands! Help them pick out 12 gifts you know their wives would like, and suggest they give one gift each day during the holidays. They could place a gift on the car seat, by the coffee pot ... any place she's sure to find it. You might even consider inexpensive ways to gift wrap their purchases. That's something most men will really appreciate.

# One-Stop Holiday Gift Shop

It'll be here before you know it! So, from family and friends to business associates and teachers, be ready for every person on your list (and stay within your budget) with these great gift sets from Mary Kay.

## Under \$25

\$18



Get Red-dy Set

\$18



Satin Lips® Set

\$20.50



Baby His Face Set

## Under \$50

\$38



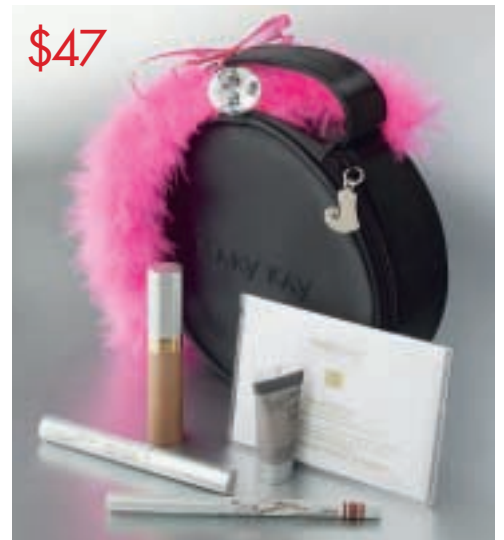
Velocity® Quick Set

\$44



Embrace Harmony™ Set

\$47



Party Emergency Set

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All prices are suggested retail.  
Gift set prices include Mary Kay® product only.  
Other items are gift-giving suggestions.

Under \$75

\$53



Pay Him Tribute® Set

\$64



Belara® Set

\$71



You Go, Girl! Set

Under \$100

\$82



Elige® Set

\$88



Day & Night Spa Set

\$92



Holiday Recovery Set

Over \$100

\$101



Color 101 Look: Charming

\$124



Turn Back Time Set

\$160



Holiday Glamour Set