

# CELEBRATE. AMAZE. SPARKLE.



## HOLIDAY SELLING & TEAM-BUILDING GUIDE

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Believe it or not, NOW is the time to dash into the holiday selling season!

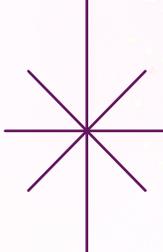
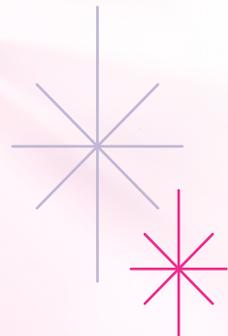
Most major retailers are kicking off holiday sales in the early fall. And customers are shopping sooner too. So why not start spreading that holiday cheer early and become your customers' gifting guru from now until that very last stocking is stuffed!

Consider the following monthly tips to help you maximize the holiday selling season and give your customers the gift of an easy, stress-free holiday.

### **Tune in for more holiday tips!**

Make sales sparkle all season long by watching the monthly *Team-Up Tuesdays* and *Mary Kay Pink Weekend™* videos.

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MARY KAY

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## SEPTEMBER

- Consider personal calendar commitments for the next four months. This can help you prioritize the things that are important to you, while still making time for your Mary Kay business.
- Set a specific holiday season goal and timeline. For example: What would you like to accomplish? By when do you want to accomplish it? How are you going to make it a reality?
- Schedule your virtual or in-person holiday open houses, and send save-the-dates.  
 Download and share the **open house invitation** with your customers!
- Hold beauty experiences, skin care parties and follow-up appointments throughout the holiday season to see as many faces as possible. Pop-up parties offer your customers and their guests a quick, fun, virtual party where they can learn about you and the Mary Kay opportunity and can hear exciting product information, all in less than 30 minutes!
- Keep your *myCustomers+*<sup>™</sup> App up to date to alleviate stress and allow you to be more strategic with your communications in the coming months.
- Encourage your customers to download the *Mary Kay*<sup>®</sup> App for quick and convenient 24/7 shopping from their phones.
- Share the Mary Kay opportunity! Who wouldn't want to get in on the FUN this holiday season and potentially earn extra income in the process?



This icon indicates a **HOLIDAY ASSET** is available in the Product Central holiday hub. Find them on *Mary Kay InTouch*<sup>®</sup> > Products > Holiday 2023 > Supporting Materials.



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## OCTOBER

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- See more faces and increase your customer base by continuing to hold virtual or in-person beauty experiences, skin care parties and follow-up appointments.
- Provide holiday wish lists to everyone you meet to generate future sales in the coming months.
  -  Pass out the printable **holiday wish list** to your customers!
- Hold a virtual or in-person holiday open house for your customers to get them excited for the upcoming holidays!
- Maximize your holiday party sales with the *Mary Kay*® Shop My Party! tool.
- Prepare your inventory, and be sure to create your own giftable items.
  -  Check out the **Holiday Products Merchandising video** for fun ideas on wrapping and bundling your own giftables.
- Send save-the-dates for *Mary Kay Pink Weekend*™, including your Turn Friday Pink, Shop Big With a Small Business and Cyber Monday sales.
  -  Starting Oct. 1, download and share **Mary Kay Pink Weekend**™ digital assets, including a party invite and an *MKeCard*®.



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## NOVEMBER

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- No need to wait until *Mary Kay Pink Weekend*<sup>™</sup>. You can turn the whole month of November pink by letting everyone know that you can help them with their holiday gift-buying right now!
- Sell giftables and holiday products. Continue to provide the holiday wish list to those you meet.
  -  Make your holiday bundles extra amazing with printable **holiday gift tags**.
- Offer holiday-themed beauty experiences and skin care parties as a way to connect with more people during the holiday shopping season.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.

### *Mary Kay Pink Weekend*<sup>™</sup>

(Turn Friday Pink, Shop Big With a Small Business and Cyber Monday)

- This is the perfect weekend to book new appointments and generate referrals.
- Post about your sale or event on your Facebook Business Page.
- Send your customers, family and friends a customized save-the-date email to build anticipation of your sale!
- Consider changing the cover of your Facebook Business Page to reflect your save-the-date.
- Build anticipation on your VIP customer page with product videos or images available to you on *Mary Kay InTouch*<sup>®</sup> > Products > Product Central.
  -  Ensure you have an overall professional look with ***Mary Kay Pink Weekend*<sup>™</sup> digital assets**.
- Individual follow-up with your customers, family and friends is helpful for great results!



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## DECEMBER

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- Continue to hold virtual or in-person beauty experiences, skin care parties and open houses.
- Sell through your giftables and holiday products. Carry products with you throughout the month; you may be surprised at how many people you can sell to as you are out and about.
- Offer holiday-themed beauty experiences and skin care parties. For example: You could offer your customers a holiday makeover party where they can invite some of their friends and get ready together before a festive night out.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.
- Book New Year, New You! makeovers for January to keep your holiday momentum going into the new year.
- As always, thank everyone who purchased from you this holiday season by sending them a thank-you message. This is a great way to follow up with your customers and ask if there is anything else you can help them with. You can also include a link to the *Mary Kay*® Interactive Catalog in your thank-you message to see if there are any more holiday products that catch their eyes.
- This is also a good time to ask them if starting a Mary Kay business can fit into their lives. Consider sharing one of the *Why It Just Fits* videos with potential team members.



“Behind every achievement, large or small, lies a plan. If you really want to get things done, the sooner you learn how to plan, the better.”

– Mary Kay Ash

