

# ***Your Guide to a \$10,000 Sales Season from September - December***





# Preparation + Opportunity = Success

*This season is an opportunity to choose  
an Entrepreneurial mind set.*





# Strategies

- *Virtual Beauty Sessions*
- *Small Business Accounts*
- *Trunk Shows*
- *Dear Santa / Spouses*
- *Car by Christmas*
- *Pop Up Shop*
- *Virtual Holiday Shop 7x7*
- *Virtual Open House*
- *Pink Weekend*
- *Silent Hostess*





# Action Plan

**Virtual Beauty Sessions** | 10 classes x \$300 = **\$3000**

**Small Business Accounts** | 10 businesses x \$200 = **\$2000**

**Dear Secret Santa** | 10 x \$100 or 20 husbands x \$50 = **\$1000**

**Pop Up Shops** | 2 Pop Ups x \$500 = **\$1000**

**Holiday Shop 7x7** | 7 customers x 7 gifts (\$24 avg.) = **\$1176**

**Virtual Open House** | 2 x \$250 = **\$500**

**Trunk Shows** | **\$1000**

**Pink Weekend** | **\$1,000**

**\$10,676 in Sales**  
**40% Profit = \$4,270**

**Car** | \$20,000 production x 13% commission = **\$2,600**

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## Total Earnings

40% of sales + team commissions

**= \$6,870**





*Place your gift order and share the photos of how they look already packaged.*



*Pro Tip: take photos with good lighting, for example in front of a window with sunlight and have a neutral background for the boxes.*





## Virtual Beauty Sessions

How many sessions per week will you hold?

1 beauty session with 3 guests =  
\$300 approximately

Holding 1 beauty session per week for the  
next 10-weeks:

$300 \times 10 = \mathbf{3,000}$  in sales



# *Reasons to start your business*

## *September - December*

1. Year-end **tax benefits**
2. Holiday Shopping for your family and friends with a **50% discount**
3. This is the **highest selling season** in the year. Earn money to fulfill your dreams for the new year.
4. Are you going to see your friends and family during the holidays? Take your MK Kit & practice beauty sessions with them, earn extra money.
5. Help your friends find a look for the holidays.
6. Make **immediate sales** with last-minute gift purchases.
7. In January many people will be looking for a makeover and **New Year Looks and Skin Care.**





# *Car by Christmas*

*Potential Commissions  $20,000 \times 13\% = \$2,600$*

- Remember that each hostess can be your new consultant.
- Look for 20 silent hostesses.
- Empower her to sell \$2,000 and earn \$1,000.
- Additional sales ideas: 24x24 Challenge and Pop Up Shops.
- Learn how to overcome objections and the reasons why it is convenient to start a business at Christmas. Ask? "If I teach you how to earn \$600 from home this Christmas would it help you?"

**20 consultants x \$1000 wholesale = \$20,000 wholesale**

**Your Personal Order \$3,000 wholesale =**

**\$23,000 wholesale**





# Car by Christmas

## MONTHLY TEAM PRODUCTION

1st month \_\_\_\_\_ 3rd month \_\_\_\_\_  
2nd month \_\_\_\_\_ 4th month \_\_\_\_\_

### Requirements

- 16 active personal consultants
- \$23,000 team wholesale production in total
- \$5,000 team wholesale production per month

### Options

#### in Mainland US:

Choose the Chevy Malibu or  
Cash Option of \$425/mo.

#### in Puerto Rico:

Receive \$425 month to pay for  
your own car



1.  <input type="radio"/> ACTIVE	2.  <input type="radio"/> ACTIVE	3.  <input type="radio"/> ACTIVE	4.  <input type="radio"/> ACTIVE
5.  <input type="radio"/> ACTIVE	6.  <input type="radio"/> ACTIVE	7.  <input type="radio"/> ACTIVE	8.  <input type="radio"/> ACTIVE
9.  <input type="radio"/> ACTIVE	10.  <input type="radio"/> ACTIVE	11.  <input type="radio"/> ACTIVE	12.  <input type="radio"/> ACTIVE
13.  <input type="radio"/> ACTIVE	14.  <input type="radio"/> ACTIVE	15.  <input type="radio"/> ACTIVE	16.  <input type="radio"/> ACTIVE





# Holiday Shop

## 7 x 7

*We are sure that a friend or family member will want help with their Holiday gifts this season*

- don't want to go to the mall
- looking for simple gifts
- affordable gifts ready to deliver

**7 gifts with 7 products for 7 clients  
= \$1,176 in sales!**



# Holiday Shop 2021



**Fanorama  
Mascara**  
15



**Satin Body  
Whipped Shea  
Crème**

22



**Satin  
Lips**

22



**Red Stiletto  
Matte Lipstick**  
18



**Charcoal  
Mask**  
24



**2 in 1 Body Wash  
+ Body Lotion**  
32



**Eye Makeup  
Remover +  
Micellar Water**  
34



# Order Gifts

& reach your *Powered by Pink* Challenge

Current Order Total	
Sec. 1 Sugg Retail Subtotal	\$1,218.00
Sec. 1 Wholesale Subtotal	\$609.00
Sec. 2 Const. Cost Subtotal	\$0.00
Current Discount	50%
Do Not Let Fall Below Whsle.	

Delete Order

Change Shipping Info

Save Order

Add More Products

Begin Checkout Process

Click to sort by:

Part #	Product	Sugg. Retail	Quantity	Total	Remove Item
029726	Mary Kay® Oil-Free Eye Makeup Remover	\$17.00	<input type="text" value="7"/>	\$119.00	<a href="#">Remove</a>
080376	Hello, Clean	\$32.00	<input type="text" value="7"/>	\$224.00	<a href="#">Remove</a>
091507	White Tea & Citrus Satin Body® Whipped Shea Crème	\$22.00	<input type="text" value="7"/>	\$154.00	<a href="#">Remove</a>
094148	Clear Proof® Deep-Cleansing Charcoal Mask	\$24.00	<input type="text" value="7"/>	\$168.00	<a href="#">Remove</a>
098324	White Tea & Citrus Satin Lips® Set (Includes Shea Sugar Scrub, Shea Butter Balm and free cello gift bag) (Items are not intended for individual resale)	\$22.00	<input type="text" value="7"/>	\$154.00	<a href="#">Remove</a>
142038	NEW! Lash Love Fanorama™ Mascara	\$16.00	<input type="text" value="7"/>	\$112.00	<a href="#">Remove</a>
157973	Red Stiletto	\$18.00	<input type="text" value="7"/>	\$126.00	<a href="#">Remove</a>
160886	Mary Kay® Micellar Water	\$17.00	<input type="text" value="7"/>	\$119.00	<a href="#">Remove</a>
186579	NEW! Limited-Edition† Mary Kay® Gift Box Set, pk./3	\$6.00	<input type="text" value="7"/>	\$42.00	<a href="#">Remove</a>





# 10 Husbands *or Secret Santas*

**10 Husbands x \$100 or 20 husbands x \$50 = \$1,000 in sales**

- Contact 10 spouses to offer them gift ideas.
- Have their wife's wish list in hand along with 3 fabulous gift ideas to offer him with tax inclusive prices.

***On the next page you will see the list that your customer can send you with the gifts she would like to receive.***

***Script:*** Hello Marcos, my name is {your name}. I'm your wife Sandra's Beauty consultant. Do you have a quick minute? Christmas is coming up and I'd like to give you some gift ideas that Sandra shared with me that she would love to have. Is that okay with you?

Fabulous, Sandra liked... (mention 3 ideas from her wish list) I have these gifts available for her and they include a personalized beauty session and it comes beautifully wrapped. Which of these gifts would you like for Sandra: gift 1, 2, or 3? (you are silent waiting for your answer).

An alternative answer for when he ask how much the gift cost: Well, what's your wife worth to you? 😂





Red Stiletto

# Dear Santa

I thought you might like to receive a little help selecting my gifts this Christmas. Here are some gifts I'd love to receive:

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***My Santa is:***

***Phone:***

***Email:***





**modern!**

is just as exciting  
in this gorgeous  
h limited-  
one side and  
on the  
glance,

**HOLIDAY BEAUTY MUST-HAVES**

☐ QTY.

**NEW! Limited-Edition®**

**NEW! Limited-Edition®**  
*Mary Kay® A*  
**Metallic Lip**  
**\$12 each**

Wrap up hol  
with metallic  
glisten like th

☐ Silver  
PART NO. 17

☐ Copper  
PART NO. 17

**NEW! Limited-Edition†**  
*Many Kays At Play*  
**Metallic Liquid Eyeliner,**  
**\$12 each**

Wrap up holiday looks with metallic eyeliners that glisten like tinsel.

☐ Silver  
PART NO. 177981

☐ Copper  
PART NO. 177982

**NEW! Limited-Edition<sup>1</sup>  
Mary Kay<sup>®</sup> Men's Fragrance  
Gift Set, \$36**

Qty.	
	<b>NEW! Limited-Edition<sup>1</sup></b> <b><i>Mary Kay</i><sup>®</sup> Women's</b> <b>Fragrance Gift Set, \$36</b>

**NEW! Limited-Edition<sup>1</sup>**  
***Mary Kay<sup>®</sup> Women's***  
**Fragrance Gift Set, \$36**

Explore an exquisite trio of  
spray-on scents that captivate  
the senses – for her.

PART NO. 175219

Qty.

**Lash Love Fanorama®  
Mascara, \$16**

**HOLIDAY BEAUTY**

Treat lips to two versatile shades that can be worn in three irresistible ways.

Qty.

Limited-Edition<sup>†</sup>  
*Mary Kay At Play*<sup>®</sup>  
Highlighting Stick in  
Rose Gold Glow, \$14

Add points of illumination to holiday makeup looks.

Qty.

**Limited-Edition<sup>†</sup>  
Mary Kay<sup>®</sup> Eyelash  
Curler, \$12**

Don't skip this  
essential prep step  
for copious coats of  
mascara.

Qty.

**Special-Edition<sup>†</sup>  
Mary Kay<sup>®</sup> Pink Clay  
Mask, \$18**

Renew wintry skin with  
a creamy, dreamy,  
floral-infused formula.

Lather up in a sweet blend of orchard apple and crushed almond scents.

**Mary Kay® Apple & Almond**

Smooth skin with a sweet blend of orchard apple and crushed almond scents.

Qty.

**Mary Kay® Berry & Vanilla  
Scented Shower Gel, \$14**

Lather up in a sweet blend of lush berry and creamy vanilla scents.

Q

**Mary Kay® Berry & Vanilla Scented Body Lotion, \$14**

Smooth skin with a sweet  
blend of lush berry and  
creamy vanilla scents.  
Part No. 162416

Qty.

**Limited-Edition<sup>†</sup>  
Mary Kay® Gift Box  
Set, \$6, pk./3**

Present gifts in three beautifully designed boxes featuring unique sizes and patterns.

Qty.

Receive a FREE\* pair of festive socks when you purchase *Mint Bliss Energizing Lotion* for Feet & Legs. \$11

PART NO. 125872

PART NO. 125872

**Mary Kay® Precision Brow Liner, \$14 each**

☐ Black Brown

Qty.

**Mary Kay® Volumizing Brow Tint, \$14 each**  
Tint, volumize and tame brows to reinforce the shape of your frame.

--	--

the shape of your frame.

- ☐ Black Brown  
PART NO. 127615
- ☐ Dark Brunette  
PART NO. 127614
- ☐ Brunette  
PART NO. 127613
- ☐ Dark Blonde  
PART NO. 127612
- ☐ Blonde  
PART NO. 127611

☐ Dark Brunette  
PART NO. 125035

☐ Brunette  
PART NO. 125034

☐ Dark Blonde  
PART NO. 125033

☐ Blonde  
PART NO. 125032



<sup>†</sup>Available while supplies last  
\*Available from participating Independent Beauty Consultants only and while supplies last  
All prices are suggested retail

All prices are suggested retail.



# DESTINATION *Holi-Yay!*

An intuitive guide to gifting by beauty personality profiles.



QTY: ☐ **Mary Kay® Travel Roll-Up Bag (unfilled), \$35**

Give her this super smart organizer to take her skin care to go.

PART NO. 143940

QTY: ☐ **Mary Kay® Micellar Water, \$17**

Give her the freedom of at-home or on-the-go cleansing.

PART NO. 160886

QTY: ☐ **Mary Kay® Essential Brush Collection, \$55**

Give her pro-approved tools to brush up on holiday glam.

PART NO. 107305

**Mary Kay Chromafusion® Eye Shadow, \$8 each**

Give her pigment-rich hues to recreate makeup artist looks found in *The Look*.

☐ Starry Night

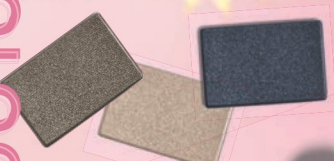
PART NO. 107641

☐ Smoky Quartz

PART NO. 107614

☐ Stormy

PART NO. 107618



QTY: ☐ **Mary Kay® Naturally® Nourishing Oil, \$48**

Nurture her glow with nourishing drops of hydration.

PART NO. 110064

QTY: ☐ **Mary Kay® Clinical Solutions™ Retinol 0.5 Ser., \$120**

Give her the wow! power of pure retinol.

PART NO. 146244



## THE ESSENTIALIST

Those on the go who want an effortless glow

## THE GLAMOLOGIST

Color queens who live to create and captivate

## THE LUXOLOGIST

Next-level beauty-lovers who dream of pure luxury

QTY: ☐ **Special-Edition® Mary Kay® Pink Clay Mask, \$18**

Treat skin to a creamy, dreamy, floral-infused formula.

PART NO. 155315

QTY: ☐ **TimeWise Repair™ Lifting Bio-Cellulose Mask, \$70, pk./4**

Give her skin an intensive facial treatment with lifting and firming benefits.

PART NO. 107547

QTY: ☐ **Lash Love Fanotama® Mascara, \$16**

Create fa-la-lia-abulous lashes with this triple-threat mascara.

PART NO. 142038

QTY: ☐ **White Tea & Citrus Satin Body® Whipped Shea Crème, \$22**

Give her winter-kissed skin deep, long-lasting hydration.

PART NO. 091507



QTY: ☐ **Mary Kay® Apple & Almond Scented Body Lotion, \$14**

Smooth skin with a sweet blend of orchard apple and crushed almond scents.

PART NO. 162409

## Stacking Stuffers



*More Mary Kay® Products to LOVE*  
LET ME KNOW WHAT YOU CAN'T LIVE WITHOUT!

PRODUCT	PRICE	QUANTITY
---------	-------	----------

name	email
phone	birthday

## THE SKINTELLECT

skin care-obsessed who only want the best

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# Virtual Open House

**Hold 1 Open House with \$500 in sales  
(20 guest x \$25/ea).**

**3 Open Houses x \$500 = \$1,500 in sales**

- Order products *in advance* and have them already prepackaged ready for your guests to see and give away.
- Send in-advance physical invitations for your open house along with hot chocolate in an envelope to drink during the event
- Ask your customers to bring friends, offer \$5 per friend (limit of 5)
- Be festive! Have holiday music playing in the background
- Show your gifts sets one by one and explain who they're perfect for.
- Answer questions and ask your guests to create their holiday gift giving list.





YOU'RE INVITED TO AN

# AWAKEN *Wonder* Holiday Open House!

When: \_\_\_\_\_

Where: \_\_\_\_\_

Time: \_\_\_\_\_

Hosted by: \_\_\_\_\_

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# Trunk Show

*It's a Holiday Shop on Wheels  
Real Simple!*

**\$250 each x 4 = \$1,000**

Coordinate appointments with offices, family, & neighbors to do their shopping **conveniently** without going to the mall.

## **Script:**

Hello {name}. How are you? I know **convenience** is everything, so I have a Holiday Shop on wheels to bring you Holiday gifts conveniently and with care. Can I stop by your office this week at some point during lunchtime?







# Small Business Accounts

*Specialized gift giving for small businesses  
because small business is BIG!*

- FREE WRAPPING
- EXECUTIVE SERVICE
- PAYMENT PLANS & AFFORDABLE
- DELIVERY

***8 gifts x \$25 each = \$200 in sales***

***10 Small Business Accounts x \$200 =  
\$2,000 in sales!***



# Pop Up Shop

*Sales Goal \$500 each x 2 = \$1,000*

## ***What is a Pop Up Shop?***

It's a 1-day virtual event where your customers can access beauty tips and their favorite Mary Kay products with Amazing Specials! Use any platform with a private group/chat.





# Pink Weekend

***Pink Weekend Sales Goal: \$1,000***

*Beautiful resources available at [marykayinotouch.com](http://marykayinotouch.com)*

***The key to a successful Pink Weekend is preparation and communication with your customers.***

***Use 2 to 3 different platforms to communicate (email, whatsapp, facebook, postcards).***

**Thursday, November 11** begin announcing in your closed groups and via email that Pink Weekend deals are coming - focus on current customers.

**The 2 weekends before small business Saturday book a Makeover Marathon:** work on filling all time slots - focus on new faces or people whose experiences with Mary Kay you want to broaden

**Nov 17** Handwrite and mail Pink Friday invites to PCP customers and set up text, email and social media campaigns

**Nov 23 - 26** Pre-schedule countdown posts and reminders for Pink Friday and your Makeover Marathon day. If your sending samples for Saturday, make sure they are mailed no later than Monday, Nov 22.

**Nov 26** Coach Saturday guests and schedule email reminders early. Process orders as they come in.

**Nov 27** - Makeover Marathon Day!

**Nov 28** - Close guests sales from the weekend activity.

**Nov 29** - Cyber Monday - last minute all day deal for those who did not take advantage of either Friday or Saturday.





# Checklist

## Private group of clients on Facebook



Invite all your friends and customers to join prior to October 31



Create a special event for your pink weekend within your group



## Update your MyCustomers List



Update emails so you can send ecards to all your customers from your intouch page



Update their phone numbers, so you can use Skipio to send texts to everyone.

## Create a VIP Customer Distribution List



Make sure your customers have your phone saved on their cell phone so they receive the messages

**Pro Tip: you can add specials on your personal website**

*marykayintouch.com > business tools > personal website administrator > promotions and offers*





# Pink Friday



# Small Business Saturday



# Pink Weekend



# Cyber Monday





***Pink Friday***

***Small Biz Saturday***

***Pink Weekend***

***Cyber Monday***



# Silent Hostess

**10 Hostesses with \$200 in orders = \$2,000 in sales**

**Script:** Hey Maria, how are you? Listen girl, I have a challenge this Holiday Season that I know I can win with the help of 10 of my best VIP customers who will be a silent hostess. And I totally thought of you. I know you lovvvvve me so can I give you the quick details?

**Wait for a yes.**

Yay! Ok, I'm going to hook you up so here it goes. For helping me with this challenge, you'll take home from \$75 to \$100 in free products. U love me more now, right? ☐

**Wait for reply.**

Okkkk, It's super simple; I just need to know what's on your wish list of \$75 to \$100 in free products and then all you do is send the following text to approximately 15 friends and when 10 friends take home the eye makeup remover and mascara set you earn your gift of free products. Easy right?

**Wait for reply.**

Then send text to send friends.

*Hi Jenny, I'm helping a friend win a challenge in the coming days and I wonder if we can count on your help to achieve it by taking home one of my favorite eye makeup remover and mascara sets. For helping us, you'll be entered in a drawing for a prize, can I count on your help?*





# Silent Hostess List

Name

Phone

Date

Total

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

*Total Sales:* \_\_\_\_\_



# Strategy by NSD Auri

## Step 1: Decide your goal.

My Why? \_\_\_\_\_

Sales Goal: \$ \_\_\_\_\_

Sept.

Oct.

Nov.

Dec.

50% wholesale: \$ \_\_\_\_\_

10% expenses: \$ \_\_\_\_\_

40% profit: \$ \_\_\_\_\_

## Step 2: Choose the sales ideas you're going to work.

☐ Beauty Sessions

☐ Corporate Accounts

☐ 10 Husbands

☐ Dear Santa

☐ Pop Up Shops

☐ Holiday Shop 7x7

☐ Virtual Open House

☐ Trunk Show

☐ Pink Weekend

☐ Holiday Sharing

**Step 3: Create one contact list for each idea selected above.**

**Step 4: Get accountability after making your commitment by sharing this page with your Sales Director.**





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This guide was created and then shared to stay true to the Go Give Philosophy, a cornerstone principle of the Mary Kay salesforce.

This guide was created with love by MariaJose Torres ,Yetsenia Muñoz and Auri Hatheway for the Driven National Area