

The Holiday Coffee Checklist

1. **Decide if your Coffee(s) will be held at your home or at your Hostesses'.** You'll want to hold them in a den or living room atmosphere with a coffee table nearby.
2. **Decide what you're offering for future Hostesses.** Consider using an empty Custom Compact and the "pieces" to her look for each booking she gets at her Show. 3 bookings = 3 shadows, 5 bookings = shadows + cheek color + lip color, etc. Her guests will work for HER more than for you to insure future bookings—they don't want her to be without her filled compact! Romance it. Show it and refer to it several times during her Show. Plug it!
3. **Be prepared!** Holiday Coffees are always a lot of fun, and they're huge income generators to even first-timers. Get ready by having:
 - ◇ Demos of:
 - Satin Hands set*
 - Bella Belara Shimmeriffic Body Lotion*
 - Men's and women's fragrances, especially High Intensity and Bella Belara*
 - Satin Lips set*
 - Nourishing Body Lotions in each scent*
 - TimeWise 3-in-1 Cleanser (C/O)*
 - Age-Fighting Moisturizer (C/O)*
 - Medium-Coverage Foundation Ivory 100*
 - Medium-Coverage Foundation Bronze 808*
 - ◇ Sales ticket for each guest
 - ◇ *The Look* (for your own personal use)
 - ◇ Roll of tickets (can be purchased at Staples)
 - ◇ Pen for each guest
 - ◇ Calculator
 - ◇ Money bag
 - ◇ Datebook highlighted for future booking availability
 - ◇ Booking Basket (mascaras, vintage products, former PCP gifts, etc.)
 - ◇ Hostess Incentive (tote, Custom Compact, etc.)
 - ◇ Hostess Packets
 - ◇ Grand Prize (gift basket, vintage products, overstocked items, etc.)
 - ◇ Team Building Packets
 - ◇ *Imagine the Possibilities* DVDs
 - ◇ Facial Cloths
 - ◇ Customer Profile Cards
 - ◇ Lip Gloss samplers for reapplying during 1-on-1 Closes
 - ◇ Business cards for Satin Lips "tray"
 - ◇ Coffee beans and mug
 - ◇ Props and fabric for display (silver fabric, ornaments—replicate images in *Applause*, on InTouch)
 - ◇ Retail product for display:
 - Satin Hands Set*
 - Satin Lips Set*
 - Bella Belara and MK High Intensity gift sets*
 - TimeWise set (cleanser, moisturizer, foundation)*
 - Color Fusion Eye Color Quads and Lip Color Duos with cosmetic bag*
 - Mary Kay Brush Collection*
 - Mary Kay Body Care gift set*

It's Show Time!

Booking Script for Initial Shows

"Hey, girl! This is _____ with Mary Kay! OH MY GOSH! I am so excited! I just got off the phone with my Director, and you're not going to believe what we're doing! We are giving away the biggest amount of free product ever...totally free! I just had to tell you all about it...do you have a quick second? Great!

"My Director, Jennifer, has just taught me how to do what we call 'Holiday Coffees'—which means that I get to pick someone who is fun and who would love to have a ball with her girlfriends—VIP-style! I immediately thought of you. Everyone is going crazy these days, and don't we all love to see what's new in fashion, makeup...and then, of course, shop?

"Well, here's how it works:

"We're going to have a girls' morning/night out! You, me, and as many of your friends, family, co-workers that you imagine...we're going to get together and have a blast. We'll sit around, try some of the newest Mary Kay products...like our spa lotions, lip products that cure and prevent chapped lips—who doesn't need them?! We're not going to do the facial/makeover thing this time. If anyone wants to get together for a color appointment, I'll set something up for her at a different time. But, I will have color on-hand for them to look at. We'll be giving ourselves a breather while we do some shopping—perfect for Christmas gifts! I'll also be giving away loads of free products, too.

"Oh, yeah! I forgot to tell you the best part. Not only will you get to be one of my hand-picked Hostesses for this month, but you'll get to go shopping for free for having a Show! A shopping spree on me for your favorite Mary Kay products!

"So, _____, the first thing we need to do is set a date for your Holiday Coffee. It takes under 2 hours, and I'm getting really booked up for these. What's best for you—weeknight or weekend? My house or yours? (See-Saw Method)"

1. *Set date and time of Show. Remember, your odds of a cancellation go up as you schedule it further out than 2 weeks.*
2. *Set time within the next 48 hours to take her Hostess Packet to her and get her guests' names, addresses, and phone numbers so that you can send the invitations. When you arrive for her guest list, remind her of her Christmas card list, neighbors, co-workers, church members, old schoolmates, etc. Go through her address book with her.*
3. *Mail your Hostess a thank you note for booking her Show with you immediately after getting her guest list.*
4. *Call all guests on list 1-2 days prior to confirm their attendance.*

Spa Show Coaching—Tracking Sheet

Hostess Name _____ Address _____ City _____ Zip _____ Phone _____ Show Location _____ Date of Show _____ Time of Show _____	<ul style="list-style-type: none"> ◇ Presented and reviewed Hostess Packet ◇ Prompted and received Guest List for invitations (her Christmas Card list, etc.) ◇ Mailed thank you note to Hostess ◇ Invitations mailed 7-10 days before Show ◇ Guests confirmed # _____
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Confirming the Guests:

“Hi, _____, this is _____! I’m the Mary Kay Consultant holding _____’s Holiday Coffee on _____. Do you have a quick minute? Great! I’m working on _____’s final Guest List, and she’s set a goal of having 15 of her girlfriends with her plus I’m going to have some special goodies for everyone coming and TONS of free product giveaways...can we count you in? Great! Now, if an emergency should pop up before _____ (Show date) morning/night, will you promise me that you’ll call me so that we can give someone else your seat? Super! We’re going to have a blast! Get ready because it’s going to be VIP treatment just for you! We’re going to start at _____ sharp—we’re all leaving our kids and hubbies at home...it’s girl-time! See you then!”

Guest Name	Number	Address	Invitation Mailed?	Confirmed?
	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
	11			
	12			
	13			
	14			
	15			
	16			
	17			
	18			
	19			
	20			

The Hottest Hostess Tips

Show Day: _____ Date: _____ Time: _____

How-Tos for a Great Holiday Coffee

- We'll go through your Christmas card list, church directory, PTA directory and more to invite 20+ women to insure 15 will show.
- Keep your refreshments very simple—a bag of cookies and a 2 Liter will be plenty!
- Should someone call you after I send the invitations out and say that they already have a commitment for that time, show the enclosed brochure to each lady and ask them to place an order with you. Everyone runs low on mascara!
- I will be calling your guests 1-2 days prior to confirm our headcount. We want to remind them that I will be giving away loads of free products and that everyone will receive an amazingly relaxing foot and leg treatment—just for coming!
- Please stress being prompt to your guests that you do speak with. We must start on time to end on time.
- We all love children, but this is a girl's morning/night out, so let's work on finding someone to watch the children for the Show.

I cannot wait! I'll be there rain or shine, and I know you're going to love your shopping spree!



Spa Show Outline

Before Show:

Follow your checklist sheet.

Arrive at Show about 15 minutes before starting.

- Set up display on coffee table.
- Ask Hostess what is on her wish list for her shopping spree. Remind her that the more you sell and the more future Shows or Classes you book, the more she'll get for free. Partner up!
- Coach Hostess to keep refreshments hidden until closing of Show.
- Set up "Office" area in kitchen or bedroom away from display area for your individual consultations. Explain this process to your Hostess and ask her to keep the flow of guests coming in your direction until everyone has visited with you.

As Guests arrive, do Satin Hands on each person in an assembly-line fashion. Have them take their seat to fully complete their Customer Profile Card. (10 mins.)

INTRO: (5 minutes)

- Self—how long in business, goal of business, purpose of Show is to pamper and ease Holiday shopping
- Company—100% guarantee, #1 Brand, proud sponsor of the CMAs, "Consultant for life", romance Hostess & book-ing promo

SHOW AND SMELL: (30 mins.)

This is where you "sell the sizzle". We don't need a script. We all know how to do this. Advertisers know how to do this. They try to associate "good feelings" towards their products. And we should, too. After all, does Pontiac sell excitement or cars? Work some of these into your next Show:

- ◇ *Satin Hands includes paraffin—a spa at home! Perfect for gifting or for under the kitchen sink!*
- ◇ *Fragrances are perfect gifts for their someone special, and they're all readied for presentation! All fragrances or body care products should be layered using the same scent.*
- ◇ *Satin Lips is a cure and prevention for chapped lips that everyone gets during the blustery days ahead and is perfect for men, women, and children of all ages.*
- ◇ *Loofah Cleansers are like Satin Hands but for the neck down. Makes skin ultra-smooth when it's normally tight, flaky, and dry during winter.*
- ◇ *TimeWise is the perfect recipe for the skin they have today and for forfeiting the lines of tomorrow. Powerhouse skin care that is the perfect gift for yourself while shopping for everyone else!*
- ◇ *Color Fusion sets are fabulous stocking stuffers! Plus, they fit perfectly inside those little purses we use during the Holidays. Buy an eye and lip set, and get the adorable cosmetic bag for free!*

- Color Fusion products (5 mins.)
- Brush Collection (2 mins.)
- Bella Belara and High Intensity gift sets (5 mins.)
- Body Care Gift Sets (3 mins.)
- Hand Facial with TimeWise, wipe away lip color for Satin Lips demo (5 mins.)
- Satin Lips demo (5 mins.)
- Ticket Game (5 questions about products, company, your I-story, etc.) (5 mins.)

GROUP CLOSE WITH POWERHOUSE ROLL-UP BAG & GRAND PRIZE (5 mins.)

INDIVIDUAL CONSULTATIONS AND CLOSE (~5 mins. per guest)