

# Poker and Presents

1. Find a man in your life who enjoys getting together with the guys. Let them play the games how they wish.. That is their deal, your deal is the PRESENTS!
2. Have him be your “hostess” or “host”. If it’s someone you don’t know so well, give him hostess credit, free cologne, etc. Otherwise, have your hubby, dad, or brother just help you out.
3. After gathering names, send the invites and have him start calling, emailing and reminding the guys. We usually invite about 50 guys and end up with about 20-30. (Depending on your “host” - he may want to send out the invites himself from a business envelope or something for a tax write off on his business, otherwise, offer to mail them for him.
4. Another idea that works awesome if it’s your husband. Most husbands these days carry their guy friends’ numbers in their cell. Use it after the invites got out and use this script. “Hi Larry, this is buffi, Johnnie’s wife. Did you get the invite for our poker and presents night? Well, I am calling to get a head count because we will be providing some snacks that night. Are we going to get to see you? Well, just so you know, Mary Kay has some fabulous gifts like lotions, perfumes, and these adorable gift sets out and while you guys are playing poker, you can come and look around. When you find the perfect gifts, I will wrap it up for you that night and your shopping will be done! Do you have any ideas on what you want to give her yet or will you want me to make some suggestions? Great... This is going to be so fun, you guys will love it!”
5. Wherever you have it, set up some ideas for them to look at.
  - Some cute bags of ideas put together...maybe in the Miracle Set bags or see through wrapped baskets.
  - A table with choices of price ranges. (\$25 and under with stocking stuffers and small gifts, \$75 table, and maybe a \$150+ table...of course a rollup filled with goodies is on this table!!!) If they want anything in between price ranges, they will double up at one of the smaller tables.
6. Have an area set up for you to gift wrap if you want to promote that. (Because the guys are eventually “Out” in poker, they have time to come and look at that time. But because they usually play more than one hand, it gives you some “down time” to wrap some of the presents when they are in game 2 or 3.
7. The best way to do it is to have the guys in a basement or garage playing poker and have you inside with all the Mary Kay products NEAR the snacks!!! When the guys are “out” from their hand in poker, they will come inside to go to the bathroom, snack, and see what you have. Of course the best way to do it is to make sure they have a plate of food and have them come over to your table. (Food+Guys=relaxed) Get him talking, ask him questions like, “so john, what women are you buying for this year? Did you bring her wish list? Can I make some suggestions? Are you familiar with all the fun gift ideas Mary Kay has?” Start showing him things, letting him smell fragrances, etc. Some of the men REALLY could care less and would rather just tell you a price range and YOU get to shop for her. Others will get into it with you and be impressed with this 1-1 shopping style. Let him make some final decisions, but always ask, “John...who does the stocking stuffers in your house?” As we know, most of the time, it’s mom. But say to him, “Won’t she be surprised this year when she has fun things in her stocking too?”  
Have him grab a few of the smaller MK items for her stocking...
8. **IMPORTANT STEP:** Always have him fill out the top part of the customer profile card for you! Have him put **her name, and phone number** on it so you can call her after Christmas and follow up with her. Of course you will be booking her for an appointment if she doesn’t already have a consultant, but he will be VERY HAPPY in knowing that the \$ is spent is 100% guaranteed and she will be taken care of after Christmas if she isn’t happy with what he chooses. After he decides on gifts, write on the back what he bought so you know what to ask her about during the follow up call in January.
9. Another thing that I do is after I wrap the gifts, I take them TO THE GUYS around the poker table. This is like a pride thing for the guys..if it’s a big gift, the other guys are motivated to go in to try and UPSALE the other guy! The guys are good at saying things like, “Hey Mike... where’s your gift? Aren’t you gonna get her anything this year?” .....Your hubby can prompt this too, it will help you out!
10. The other thing my husband did was take out his favorite cologne and showed the guys! He honestly sold 5 bottles, they guys all paid cash and I didn’t need to hand out change! So be sure to show off the men’s stuff too!

Other hints: LOOK GOOD! Hose, heels, skirt! Men like that!!!

Product on Hand!!!! Men see it-they buy packaging!!!!!!!!!!!! (Wrapped examples).... But others that they can see and touch. Also have Men’s products out so you can have them make a wish list and call their wives. Or, let them buy it themselves.

\*\*In the gifts... always include business card with “complimentary facial/color consultation” by \_\_\_\_\_date....