

holiday open house 101



MARY KAY

The holidays are just around the corner, and now is the time to provide your customers with a convenient and fun way to do their shopping. There's no need for your customers to wait in lines at the malls when you, their Mary Kay Independent Beauty Consultant, are having a holiday open house! Here are some fun ideas you may want to try this season when planning your holiday open house.

- 1 **"Pink Friday."** Instead of fighting the lines at the malls and stores, have an open house the day after Thanksgiving for your customers.
- 2 **"Cyber Monday."** The busiest online shopping day is the Monday after Thanksgiving. Send an e-mail to your customers reminding them to purchase from your Mary Kay® Personal Web Site on this day. Consider offering a discount or promoting free delivery.
- 3 **Offer free** gift wrapping services.
- 4 **Provide Skin Care Tips That Are Specific to the Winter Season.** You might display products that help relieve dry skin from head to toe like Intense Moisturizing Cream, Extra Emollient Night Cream, TimeWise Body™ Targeted-Action® Toning Lotion, Satin Lips® Set, etc.
- 5 **Stocking Stuffers.** Put stocking-stuffer ideas out on a table for your shoppers. Consider displaying stockings containing an eye look, a lip look or an entire color look. Satin Hands® Hand Cream and Mint Bliss™ Energizing Lotion for Feet & Legs also make great stocking stuffers.
- 6 **Make Payment Easy for Them.** Offer your customers the convenient option to pay by credit card.
- 7 **Make It Easy on Yourself.** Consider holding an open house along with a couple of other Independent Beauty Consultants. This will allow you to share responsibilities such as gift wrapping, serving beverages and taking payments. It also helps create a fun party atmosphere that puts customers in the shopping mood!
- 8 **Gift With Purchase.** Make sure to have plenty of the new gift with purchase on hand. You can offer your customers who spend \$40 or more with you the Mary Kay® Mini Eau de Toilette Body Lotion Set which includes a pk./4 of the mini eau de toilette body lotions in Forever Orchid™, Simply Cotton®, Warm Amber™ and Exotic Passionfruit® in a canvas drawstring bag.
- 9 **Purchase With Purchase Special Offer.** For Fall/Holiday 2010, you can offer your customers a purchase with purchase. When they buy \$40 (suggested retail) of limited-edition* Mary Kay® Metro Chic Collection items, you can offer them the Metro Chic Collection Clutch and Clip-On Gloss for \$5 (suggested retail).
- 10 **Don't Forget the Guys!** This fall/holiday season brings back two limited-edition Body and Hair Shampoos in MK High Intensity™ and Domain®. Pair them with their corresponding colognes, and you've got the perfect gift for him!
- 11 **"Dads and Kids Holiday Shopping Party."** Invite the dads that you know and have them bring the kids along. Have a craft table available for the kids where they can make special cards for their moms while the dads shop with you!

*Available while supplies last