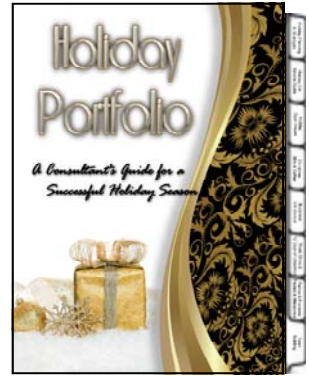


Holiday Portfolio

An 8-part 48-page spiral-bound guide to help you plan and implement a strategy to productively work your way through the busiest selling season of the year. Includes a 3 month calendar (October, November, and December), training and tracking sheets for a variety of sales situations and events. Tabbed sections include: **Holiday Strategy & Planning**, **Holiday Gift Service Guide**, **Christmas Blitz & Open House**, **Holiday Coffee & Cocoa**, **Executive Gift Service**, **Stop & Shop** and **12 Days of Christmas**, **Team Building**, and **Reproducibles**. Yes...a **NEW** section with **REPRODUCIBLE** material!



How do I use it?

- Use the calendars and timelines to plan, schedule, and stay on top of events and meetings, making sure to leave time open for your personal celebrations.
- Use training pages to learn step-by-step instructions and strategies for a variety of face-to-face and large holiday events.
- Using tracking sheets to keep contact and sales information close-at-hand for all customers as well as sales from special events (Holiday Open House, Stop & Shops, etc.).
- Includes entire Holiday Gift Service Guide for easy reference if your Holiday Hostess contacts you with questions.
- See samples of letters and postcards to help you create your own or order personalized versions of the ones included.

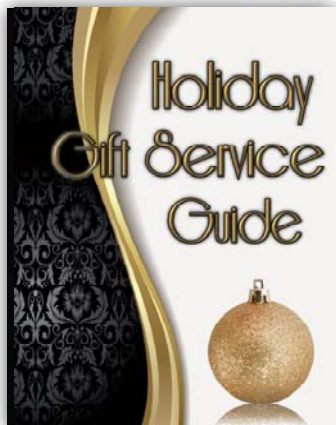
Suggestions

- Use this as a coach would use his playbook. Take it everywhere. Reference it frequently. Study it. Make notes in it. Use it everyday! This will become your "go-to" book for this year's holiday season, and an invaluable reference for next year.
- Dig out your HP from last year! There is definitely added-value in using the calendars and tracking sheets from previous years to review what worked and what didn't, who to contact (*along with a reminder of how great their sales were*), how to tweak your schedule and create a realistic goal for increased sales. Old HPs contain immense amounts of information that will help you grow!

Holiday Gift Service Guide

The easiest Holiday Hostess program around! A beautiful 17-page spiral-bound book displaying pictures and pricing of new Limited-Edition and Regular Line items as well as popular gift-type products and sets. Attractive and simplified to make it easy for your "Holiday Gift Service Assistant" to sell products while planting the seed for her to run her own Mary Kay business. With minimal effort, each book is designed to create \$1200 in retail sales with 5 circulations! Along with the sales, you will receive new leads and potentially future bookings. Marketing material is included as well. (*Circulate multiple copies for maximum results!*)

How do I use it?



- Call an established customer/client and ask her if she'd like participate in your Holiday Program/Special and to earn \$75 of product (or holiday gifts) for \$25. When you hand her an HGSG, chuckle and tell her she has just become your 'Holiday Assistant' for the week. (this plants the "I-can-be-a-consultant" seed). Explain how it works (see the candy cane sheet). Give her a designated end-date (ideally 1 week or less) to collect orders and \$\$ before getting back together with you (fill in the Sales Tax and Pick-Up Date line on the first page in PENCIL.) Pick up the book, orders, and \$\$. Give her the product. It really IS that simple!
- Use at Parties, Success Meetings, Warm-Chatter. Drop one off at your Hair Dresser's, Day Care Center, Women's Club, Tanning Salon...anywhere you can think of!
- Includes 5 double-sided order forms and 5 "Holiday Assistant" sheets. Remove the completed order forms, and use it again and again!

Executive Gift Service Guide

Very similar to the Holiday Gift Service Guide, the Executive Gift Service Guide is designed to distribute to local businesses to help them purchase holiday gifts for their staff. The EGSG includes all pages as seen in the HGSG with a revised opening letter and 10 business-minded Sales Order Forms. All marketing material has been omitted as this is intended to be used as a corporate professional sales tool, not a recruiting tool. As with the HGSG, circulating multiple copies will bring maximum results!

