



## IMPORTANT STRATEGY—SET UP FOR SUCCESS!!

### Thanksgiving Day and Friday can be your BIGGEST day in Sales!!

Game Plan: After dinner—the men all either go hunting or go to the den and watch TV! Let's give the women something really FUN to do...a FUN TREAT! After dinner—why not gather the women around the computer—have them do a Virtual Make-over...let them shop til they drop!

- Take it a step farther—why not contact every single client of yours (and potential client) BEFORE Thanksgiving week—just imagine your clients and their family visiting your website and shopping!!! Why not let them HOSTESS the event, and give her hostess credit?! Record them as parties on the MK party site.
- Do a drawing either Thursday or Saturday from both Thurs/Fri sales and give away a \$50 Gift Certificate from each of tickets/sales made those 2 days??
- Offer the TOP HOSTESS a \$100 MK Shopping Spree!

WEEKLY PLAN: Make that weekly Plan Sheet—Set your Sales Goal and Plan your phone time, quick makeovers, deliveries, interviews! Make a list of friends/family you'll be seeing this week who could use your services (that would be everyone!) Plan the grocery list & decide what cooking you'll need to do and WHEN you'll do it! Enter all these time issues on your plan sheet!

MONDAY: (if meeting is not tonight!) Call your clients & offer the option of being a web hostess on Thursday or Friday .. OR ... have a Telephone Lottery! (Call 25 clients and say: "This is \_\_\_\_\_ with Mary Kay! I hope you have a quick minute! Reason I'm calling tonight is because I'm having a Thanksgiving Day Lottery! And, no, I'm not giving away a million dollars or a Pink Caddy—but—if you place an order tonight, you can pick your lucky number between 1-25 and at end of tonight, I'm going to draw one lucky number—if it's yours—you'll get your order absolutely FREE! Is there anything you'd like to order? Holiday Gifts?" after she orders, have her select her luck number and keep track of numbers selected...if she chooses one already taken, have her pick another!

TUESDAY: Attend Weekly Success Event! Get the enthusiasm and knowledge you'll need to make this week GREAT! Let's all focus on ways to SELL for the Holidays! Turn your good Mary Kay business into GREAT!

WEDNESDAY: Make deliveries—take a basket of extras & samples with you. Give her a sample of an eye shadow/blush or hand cream to try (Place your last day of month w/s order TODAY—really work to make it at least \$650 to get my purse, MK's Perpetual Calendar and 2 of new Firming Eye Creams!)

THURSDAY: Enjoy Thanksgiving Day with your family! After dinner—try to offer facials or show your Holiday items—Do Satin Hands on the women & sell Gift Certificates to the men! Have at least 20 website Hostesses going for this day!!! (20 x \$100 = \$2,000) Do your own web party with the ladies!! Are you beginning to get EXCITED?!?!?!?

FRIDAY: This is traditionally the biggest shopping day of the retail season! Work your business the same! This is the day you can either BUY or SELL...I suggest you SELL! Connect with close friends/relatives and give quick make-overs and interview!!

SATURDAY: Check inventory and see what products you'll need to order either for Christmas business or to replenish what you've sold. Call in your order on Monday (or e-mail to me over the weekend) FINISH STAR!

MONDAY & TUESDAY: Hold holiday make-overs/interviews and continue building your business—BOOK for the first 10 Days of DECEMBER—Brush Clinics, Holiday Coffees, Set up several in your home...You will ROCK your Sales in December as well! JUST HOW MUCH \$\$\$\$ WILL YOU BRING HOME THIS WEEK?