

# EXTRA CHRISTMAS CASH PLANS

## Plan A: \$12,000 Christmas Sales Blitz

- Have 2 hostesses bring 10 people at 10:00
- 2 hostesses bring 10 people at 12:00
- 2 hostesses bring 10 people at 2:00
- 2 hostesses bring 10 people at 4:00
- 2 hostesses bring 10 people at 7:00

Do this Friday and Saturday, or on two Saturdays. Make sure you do Satin Hands as they arrive! *(Consider hiring a teen or two to help out.)*

Give each guest a Profile card to fill out and a Sales Ticket. Show the products, special sets, and have them fill in their tickets! It's so simple! You will meet around 200 customers. The average will purchase \$40.00 (two Satin Hands Sets for Mom and Mom-In-Law).  $200 \times \$40 = \$8000$

*Select 20 of your favorite Hostesses or Customers....Call them and say:*  
 "Hi! This is \_\_\_\_\_ with Mary Kay and I am so excited! I have a phenomenal offer for you! How would you like to do your holiday shopping at 50% off? On (date) and (date) I will be holding a Holiday Blitz at my home. All you need to do is bring 10 friends over for refreshments and check out the great gift ideas Mary Kay has this season! The times to shop are 10, 12, 2, 4 and 7:00. Which will be best for you?"



Some will buy the 12 Days of Christmas for their Mom, Grandmother or Daughter.  
 $10 \times \$150 = \$1500$

Plus: You have 200 husbands to call with their wife's wish list, and at least 20 should buy the Tower of Love or the 12 Days of Christmas for their wives!  $20 \times \$150 = \$3000$   
 SO!  $\sim\sim \$8,000 + 1,500 + 3,000 = \$12,500!!!$  WOW!!!

Plus! You'll have 200 new contacts, and your books should be full for January!



### Time Spent:

- 1 Day on Phone Booking Hostesses: 8 hours
- 1 Day setting up Displays: 8 hours
- 2 Days holding the Event: 20 hours
- 2 Days preparing Orders: 16 hours
- 2 Days Playing Santa Delivering: 10 hours

62 Hours Total with \$6250 in Profit is over \$100 per Hour!

### Plan B:

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| 1. 10 silent hostesses sell \$150 each   | \$1,500  |
| 2. Contact 10 husbands with wives' wish list at \$100 or 20 husbands with \$50 each  | \$1,000  |
| 3. Ten holiday coffees at \$150 (30 minutes)   | \$1,500  |
| 4. One skin care class per week for 10 weeks before Christmas at \$200               | \$2,000  |
| 5. Holiday Open House (1 at \$500 or 2 at \$250)                                     | \$500    |
| 6. Contact businesses for 100 employee gifts at \$20 each                            | \$2,000  |
| 7. Contact doctors, lawyers, office managers, and realtors for 50 gifts at \$30 each | \$1,500  |
|  | <hr/>    |
|  | \$10,000 |

### Remember:

**You can make anything happen with a plan and YOUR ACTION to back it up! Never stop believing in yourself! Just imagine how GREAT YOU WILL FEEL! I believe in YOU!**