



ENRICH EVERY WISH.

*Holiday Selling &
Team-Building Guide*

Believe it or not, NOW is the time to ring in the season of giving with beautiful surprises that will exceed every expectation! Most major retailers are kicking off holiday sales in the early fall. And customers are shopping sooner too. So why not start planning now to make this enchanting season even richer with a treasure trove of fall and yuletide wonders tailored to every wish!

Consider the following monthly tips to help you maximize the holiday selling season and give your customers the gift of an easy, stress-free holiday.

Tune in for more holiday tips!

Enrich every wish all season long by watching the monthly *Team-Up Tuesdays* and *Mary Kay Pink Weekend™* videos.

MARY KAY

ENRICH EVERY WISH.



SEPTEMBER

- Consider personal calendar commitments for the next four months. This can help you prioritize the things that are important to you, while still making time for your Mary Kay business.
- Set a specific holiday season goal and timeline. For example: What would you like to accomplish? When do you want to accomplish it? How are you going to make it a reality?
- Schedule your virtual or in-person holiday open houses, and send save-the-dates.



Download and share the **open house invitation** with your customers!

- Hold beauty experiences, skin care parties and follow-up appointments throughout the holiday season to see as many faces as possible. Pop-up parties offer your customers and their guests a quick, fun, virtual party where they can learn about you and the Mary Kay opportunity and can hear exciting product information, all in less than 30 minutes!

- Keep your *myCustomers+*™ App up to date to alleviate stress and allow you to be more strategic with your communications in the coming months.
- Encourage your customers to download the *Mary Kay*® App for quick and convenient 24/7 shopping from their phones.
- Share the Mary Kay opportunity! Who wouldn't want to get in on the FUN this holiday season and potentially earn extra income in the process?

More Tips to Help Enrich Holiday Sales

Learn more about [Mary Kay® mobile apps!](#)

Check out [MKConnections](#)® for items that you can use to promote your business and to help you hold parties during the holiday selling season!

The [Mary Kay® Shop My Party](#) tool can help you manage holiday parties by providing a unique party link that is sharable via email or text. The goal? To give hostesses more fun and rewarding experiences!



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OCTOBER

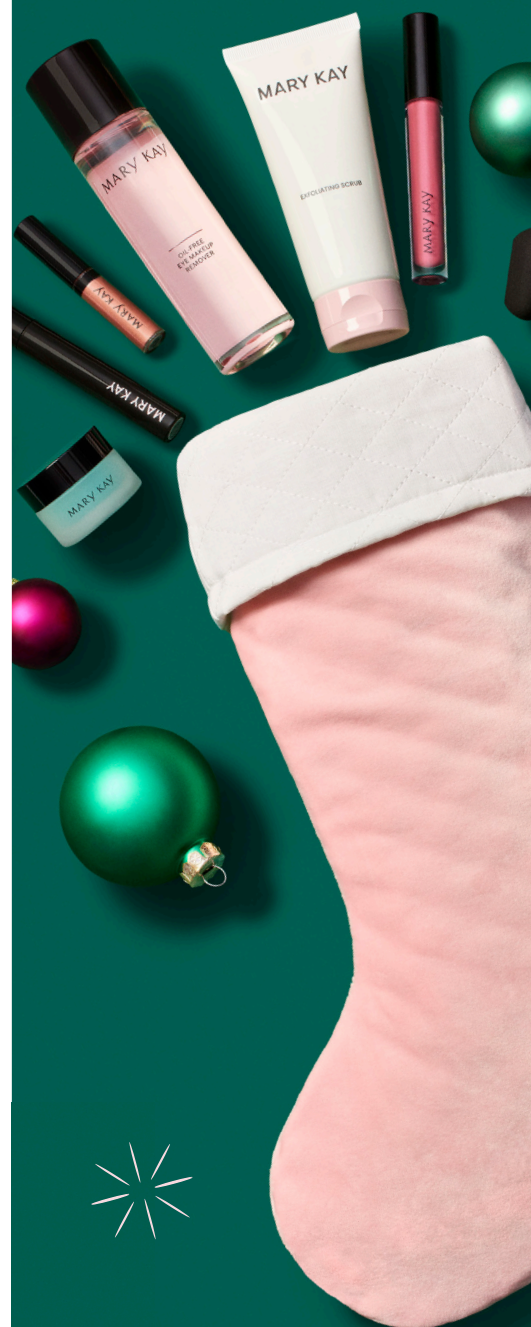
- See more faces and increase your customer base by continuing to hold virtual or in-person beauty experiences, skin care parties and follow-up appointments.
- Provide holiday wish lists to everyone you meet to generate future sales in the coming months.
 - ☇ Hand out the printable **holiday wish list** to your customers!
- Prepare your inventory, and be sure to create your own giftable items.
 - ☇ Check out the **Holiday Products Merchandising video** for fun ideas on wrapping and bundling your own giftables.
- Send save-the-dates for *Mary Kay Pink Weekend™*, including Turn Friday Pink and Shop Small on Saturday. Consider sharing a special product offer on Cyber Monday.
 - ☇ Starting Oct. 1, download and share **Mary Kay Pink Weekend™ digital assets**, including a party invite and an *MKeCard*®.

DID YOU COVER EVERYTHING? REVIEW THE SUGGESTIONS FOR SEPTEMBER TO DOUBLE-CHECK!

NOVEMBER

- No need to wait until *Mary Kay Pink Weekend™*. You can turn the whole month of November pink by letting everyone know that you can help them with their holiday gift-buying right now!
- Sell giftables and holiday products. Continue to provide the holiday wish list to those you meet.
 - ☇ Make your holiday bundles extra amazing with printable **holiday gift tags**.
- Offer holiday-themed beauty experiences and skin care parties as a way to connect with more people during the holiday shopping season.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.

DID YOU COVER EVERYTHING? REVIEW THE SUGGESTIONS FOR OCTOBER TO DOUBLE-CHECK!



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MARY KAY PINK WEEKEND™

(Turn Friday Pink, Shop Small on Saturday and Cyber Monday)

- This is the perfect weekend to book new appointments and generate referrals.
 - Post about your sale or event on your social media business pages.
 - Send your customers, family and friends a customized save-the-date email to build anticipation of your sale!
 - Consider changing the cover of your social media business pages to reflect your save-the-date.
 - Build anticipation on your VIP customer page with product videos or images available to you on *Mary Kay InTouch*®.
-  Ensure you have an overall professional look with **Mary Kay Pink Weekend™ digital assets.**
- Individual follow-up with your customers, family and friends is helpful for great results!

DECEMBER

- Continue to hold virtual or in-person beauty experiences, skin care parties and open houses.
- Sell through your giftables and holiday products. Carry products with you throughout the month; you may be surprised at how many people you can sell to as you are out and about.
- Offer holiday-themed beauty experiences and skin care parties. For example: You could offer your customers a holiday makeover party where they can invite some of their friends and get ready together before a festive night out.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.
- Book New Year, New You makeovers for January to keep your holiday momentum going into the new year.
- As always, thank everyone who purchased from you this holiday season by sending them a thank-you message. This is a great way to follow up with your customers and to ask if there is anything else you can help them with. You can also include a link to the *Mary Kay*® Interactive Catalog in your thank-you message to see if there are any more holiday products that catch their eyes.
- This is also a good time to ask them if starting a Mary Kay business can fit into their lives. Consider sharing one of the *Why It Just Fits* videos with potential team members.

DID YOU COVER EVERYTHING? REVIEW THE SUGGESTIONS FOR NOVEMBER TO DOUBLE-CHECK!

*How do you get started? By simply beginning.
Make every day count. Make every hour count.
Make every minute count.*

MARY KAY ASH



This icon indicates a **HOLIDAY ASSET** is available on *Mary Kay InTouch*®. Find them by going to *Mary Kay InTouch*® > Education > Products.