



Contact Business Gift Buyers and Boost Your Holiday Sales!!

Calling All businesses!

Senior Director Nancy Moser of Brookfield, Wis. uses the following dialogue when calling local businesses about holiday gift buying:

"May I please speak with the person in charge of purchasing holiday gifts for employees or clients?"

"Mr. or Ms. _____ this is _____
_____. I'm an Independent Beauty and Skin Care Consultant, and I'm calling the businesses in this area to offer my executive shopping service for your special clients and employees. May I have five minutes from your busy schedule to explain my services?"

"Depending on your needs, I have specialized gifts priced from \$2 to \$40 or more, and I will holiday gift wrap them for you Free! I also have a special gift for you with any purchase of \$50 or more. You can order now and pay half of the total cost and pay the balance due upon delivery the week of _____."

Nancy recommends taking the order over the phone whenever possible. However, most people want to see what they'll be getting, so instead of going into great detail by phone, she suggests that you ask for a 15-minute appointment this week to show her or him the wide variety of gift choices they have

Overcoming Objections

Executive Senior Director Sharon Stempson of Fairborn, Ohio, sends a letter to businesses she thinks may be interested in her gift-buying services. She then follows up with a phone call and is always prepared to overcome two of the most common objections:

"**We only give bonus.**" Great! I know your employees truly appreciate that. You know,

_____ I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did?"


"**Gifts are too personal.**" I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress that can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10-minute appointment for this week or


next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!

Consider These Businesses And More...


Banks	Dentists	Churches
Printers	Clinics	Veterinarians
Loan Companies	Car Dealers	Gas Stations
Contractors	Realtors	Restaurants/Hotels
Social/Civic Groups	Insurance Companies	
Doctors		
Self-Employed People	Hotels	


More Suggestions

 Dress and act professionally for each appointment. Be on time. When you arrive, give a product sampler or other small gift to the secretary and have fragrance samplers on hand for the potential buyer.

 Emphasize your range of prices. Ask your contact if he or she has several price levels in mind or if everyone receives the same gift. Usually a company gift-buyer will either choose the items or say, "I need 20 women's gifts and 10 men's gifts at \$20 each." The actual selection may be left to you.

 Listen for other gift needs your contact may have such as personal gifts for family and friends.

 Be sure to attach your address label to each gift product and if possible, get the names of the recipients for follow-up sales.

 Keep in mind that your goal is repeat business throughout the year and following holiday seasons.



Even if they don't buy this year, the good impression you make will be remembered in the future.



Contact Business Gift Buyers and Boost Your Holiday Sales! Who knows best but the person that started everything we use for Business Boosting Sales!!

By VelerieJean

I have lists of businesses throughout many states: FL, GA, NY City, and Ill. I started in those places because I lived in FL and went to NY to see my Mother and Ill. for my Husband's business. Now I have expanded into MA over the last year since there is no Mary Kay representation there. If there is some one out there working Mary Kay none of the businesses have seen anyone. Once I find out no one is working the businesses then I jump on it.

Before I ever held a facial I was selling merchandised items. I got the idea from my retail days when we had 44 gourmet stores. To impact the market with our gifts I would sit up nights making ceramic moles. I used to make ash trays (can you believe that - now I know why people tell me to write a book). When we were in the cheese & wine gourmet business I would take those ashtrays, stain them the color of all the different cheeses from around the world, turn them upside down, slap a label on them and now it was a dumpy for my gift boxes. I would make up several different ones, take a picture, and do a mailing.

Well, now I am in the Mary Kay world, afraid to do a facial, and hope and pray no one wants one because I do not wear glamour etc. I needed money, had just gotten my inventory, now what (title of my book - "Now What, So What"). **MERCHANDISING? YES!!!! I CAN DO THIS!!!!** That is how it all started. Mary Kay did not have any merchandising ideas back then. I had sent into the company my coffee and cream idea 16 years ago and well, it is now part of Mary Kay. Same with the mock basket also known as 12 days. I have always collected business cards from businesses to create my mailing lists. I don't know why it is so easy to me but it is. My first year in Mary Kay I had 1500 names of businesses. Sent out my flyer. 6 Owners showed up at my open house. Sold \$2400 in 6 hours and one owner purchased \$1200 in gifts that I delivered on Christmas eve.

I have always done all my own merchandising. While today I have people working for me to help me with all the deliveries, shipments, packaging, and maintaining the inventory, back then I did it all my self. My first year I sold my whole \$20,000 inventory in 8 months. The next **year I sold \$70,000** in the same time frame (Oct 25th - May 30th) and was #2 in the court of sales and still had not done a facial. I did not do a facial until my 3rd year in Mary Kay. That is the year I won my first car.

I see many e-mails saying you cannot make money just selling the product. While it is always my goal to be a big director and I continual work on that area since it does not come as easily to

me as does the selling, I am here to tell you I put us back into a home and paid off 450,000 of debt in 6 years. I joined the company in May 1984 and was back in a home September 1987, paid off most of my debt by 1988, and had 25,000 in my savings account. Sharon Harmon was my banker for my first year. I did orders weekly so I could be a star. Because I was in such bad financial shape I had to sell every week. So I gave her the money to hold so I would not spend it. At the end of each week (Monday night meeting), I paid myself, reinvested in my business, gave her my Seminar allotment for the week, and went out and did it again. After the first year I was able to account for my money myself and that is when I came up with my Money Management System and the Piggy Bank ideas.

I do everything you can think of with a business. From a realtor buying the house warming gift for a new owner or Holiday Thank You Gifts for purchasing a home this year, to the favors at a Hotel for an upcoming seminar or convention. The one we have in the wings for October is a resort in the Catskills where we are doing the favors and the door prize and we will be in a room available for the wives to come see us for glamour tips etc. while their husbands are at their meetings.

I buy merchandising all year long at Dollar stores, Christmas Tree Shops, Basketville, etc. Always after a holiday or way before a holiday. That is another reason why I can do a shopping spree for my consultants without it being costly. I do not buy much from the vendors. I buy merchandising items and they love to win that for their business.

To get the word out about my service I attend business activities. And I constantly hear I did not know Mary Kay had such a service. As a result I am constantly invited to attend business activities. I am seen as a business person who means business. Just got invited to a Good News Breakfast to present my service on October 11th to 150 business owners. I know I will pick up some new business accounts. I would say it is mainly letting business owners know I have this service. Today I have an appointment at the local hospital for Doctors to hear how my service can help them with their Holiday needs for patients and staff. On one of my trips to Alabama a number of years ago to a new consultant debut over the Thanksgiving Holidays, I went to the local Medical Arts Building inquiring about who used a Gift Buying Service for staff and clients. One of the doctors there placed an order for 16 of my 12 days baskets. I had to go to the local Michael's store to buy supplies since what I brought with me was for the debut. I spent the next 2 evenings in a hotel room putting these baskets together. The most expensive one was \$750 and since I was driving back to Sarasota and going through Jacksonville, I delivered it directly to the recipients home. That was exciting.

Hope I answered most of your questions. If not, let me know. And you have a great Executive Service Week.

Thanks. Love Ya, VJ

went to 1726 business in MA. I have lists of businesses throughout many states: FL, GA, NY City, and Ill.

PS: The following letter is solely for businesses in the month of September. That particular one just

FIVE GREAT GIFTS FOR YOU!

IN THE SPIRIT OF THE HOLIDAYS JUST FOR SHOPPING WITH MARY KAY!

As a busy executive, you know that time is a precious commodity in achieving success in your business. With the Holiday Season fast approaching, now is the time to start planning your gift giving for valued clients and employees. We are offering to you our Executive Gift Shopping Service to meet your Holiday Gift-Giving needs. The Executive Gift Shopping Service provides you with the following features:

- Customized Gift Baskets
- Gift Certificates
- Bonus Checks can be included in the Gift Baskets
- 100% Product Satisfaction Guarantee
- Products for Men & Women
- Prices start as low as \$10 for Office Grab Bag Gifts

In the spirit of the Holidays, Mary Kay would like to give you these FIVE GREAT GIFTS for shopping with us:

- DISCOUNTS on All Orders over \$100
- Use of our Layaway Plan (pay 1/3 now, 1/3 in October, and 1/3 in November)
- Gifts may be exchanged by Recipient
- FREE Gift Wrapping
- FREE Delivery of Gifts to your home or office

We look forward to assisting you with your Holiday Gift-Giving needs. Call for one of our Holiday brochures.

Sincerely,

Independent Beauty Consultant

CORPORATE SALES

"DON'T FORGET THOSE CORPORATE SALES"



CONSUMER-TREND SURVEY:

94% of executives polled say no one ever contacted them about their holiday gift-giving needs.

88% of executives order their company's holiday gifts themselves and 12 delegate the responsibility.

Largest group of executives said they spend \$25 to \$50 on employees and \$35 to \$55 on clients.

There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of \$25 per gift but most feels this is too low and spends more.

Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore; they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate Vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!

2. Corporate buyers are spending other people's money. Most companies have written gift policies many believe the government tax-deduction limit of \$25 is too low and often spend more. "The Concise Guide to Executive Etiquette" (Doubleday), say upper managers prefer gifts in the \$50 range, senior executives spend \$100 or more.

3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch

4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features

5. Corporate sales involve a multistep process. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond, "This is about the gifts she is needing." Or, "This is about a gift for you".

6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorize payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

Corporate sales require a different approach and commitment than consumer sales. But if you show corporate clients how your gift service can help them reach their goals, you'll watch your business soar.

It's nice work, so get on the phone, stop by that office, follow up with that fax and CLOSE THE DEAL!

**MERRY
CHRISTMAS**



Dear Business Executive:

I would like to offer a special **EXECUTIVE SHOPPING SERVICE** to busy executives, and business owners like yourself.

Knowing that your time is very valuable, I would like to make an appointment with you, at your convenience, to discuss your personal gift giving needs. Your employees and business associates, both men and women, will be delighted with the “personal” gift they will receive for the holidays.

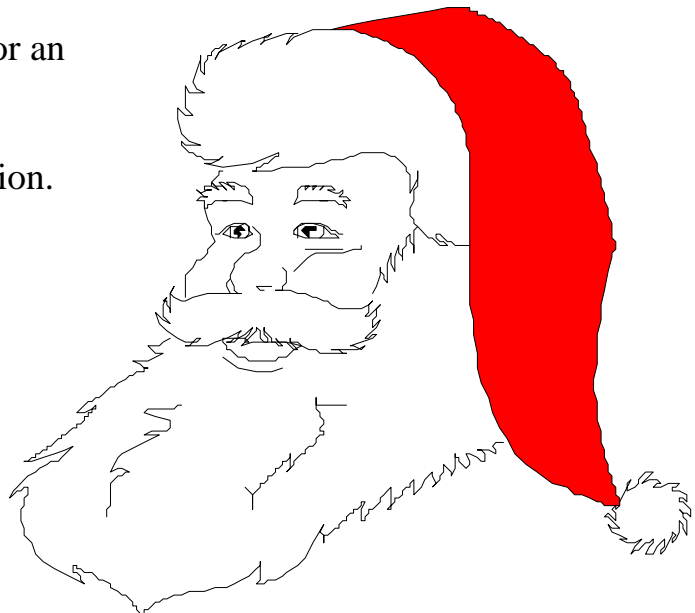
In about 10 minutes you can make your selections in the price range you desire. All gifts will be beautifully wrapped and delivered to you on the date desired - at no extra charge. I'll take over the date remembering task for you and you'll find this to be a great time saver.

I will call you in a few days for an appointment.

Thank you for your consideration.

Cordially,

Professional Beauty
Consultant



Dear

As a busy executive, you know that time is a precious commodity in achieving success in your business. With the Holiday Season fast approaching, now is the time to start planning your gift giving for valued employees and clients. As an Independent Beauty Consultant for Mary Kay Cosmetics, I am offering Executive Gift Shopping Services to meet your holiday gift-giving needs.

The Executive Gift Giving service provides you with the following features:

- Customized Gift Baskets
- A Variety of Beauty and Fragrance Products for Men and Women
- Gift Certificates
- Bonus Checks Included in the Gift Basket (Optional)
- 100% Product Satisfaction Guarantee
- Variety of price Ranging from \$10-\$250
- Discounts on All Orders of \$100
- Payments by Cash, Check, Visa or MasterCard
- Free Delivery of Gifts to Your Home or Office.

This service eliminates the hassle of holiday shopping at crowded malls while still providing a personal gift to every employee and client on your list. The delivery date will be determined according to your scheduling needs, either to your home or to your office. All products are 100% satisfaction guaranteed and may be exchanged if needed by the gift recipient.

I know your time is valuable and it will only take about 15 minutes for me to show you our gift selection and answer any questions about the service. Next week I will call you to set up a time when we can meet at your convenience, to review your holiday gift giving needs.

Sincerely,

Dear

Take a minute to look over the exciting brochure I have sent for your review.

These gift sets are perfect for employees of your distinguished company. I am so excited to be offering them to you to satisfy your gift giving needs.

As you will see as you browse through the brochure, all the products are reasonably priced, practical and best of all can be used daily. The gift sets are available for both men and women making it easier for your selection. Also, with our products they are 100% satisfaction guaranteed. Most employees love our gifts but if they dislike it for any reason we will come to you for a pick up and replacement, no standing in line, filling out paperwork, and asking for receipts.

These sets really do make the best gifts. Best of all, ordering is easy. Simply call me. I'll be happy to take your order right over the phone and set up a delivery date and time. Any company purchasing 10 or more sets will receive a 10% discount on their entire order. For your convenience we take checks, Visa, and Master Card. Also, we can do three monthly payments to better service your needs. So, order early and have the satisfaction of knowing that a small part of your holiday season is done. Then you can truly enjoy the season without the hassle of finding the perfect gift for your valued employees. We have found the perfect gift for you.

Sincerely,

WHO IS THE BUSIEST PERSON YOU KNOW?

YOU, OF COURSE!!



I know that you would like to spend time selecting appropriate gifts for your employees, business associates, friends and family if you were given the chance. Like most of us, your days are filled with the ongoing tasks of running your business.

Well here is that chance, with the holidays fast approaching; my company would like to help you solve your gift-giving quandary. My company can custom design personalized gifts to please everyone on your list. Gifts personally selected by you in the comfort of your office, beautifully gift wrapped and delivered to you free of charge.

Within the next few days I will phone you to set up a brief appointment to determine your needs and share my ideas. I'm looking forward to our meeting.

Sincerely,

Independent Beauty Consultant

