

10 Top Tips for a successful Open House

The best selling season of the year has already started. The run up to Christmas can be one of your most profitable times in your Mary Kay business. Apart from offering a gift giving service to all your customers and their husbands, I would definitely recommend you organise an Open House too.

An **Open House** is an event where you invite your customers to your house and you make a nice display of products. I usually schedule my Christmas Open house at the end of October or early November. This is an opportunity to offer your customers a personal shopping experience no other retailer will offer them.

Here are my 10 top tips for a successful Open house:



Racheal Boulter's Open House display

1. **Decide to hold your Open house over one or two days** – Saturday and Sunday work well for me from 10am until about 5pm (make sure it's not Halloween or Bonfire night!)

2. **Send out invitations** about 2-3 weeks before the event either by email or mail to all your customers to attend your special Open House sale. I found that sending out the email invitations worked as well as postcards and reduced my costs.

3. **Follow this invitation up with a telephone call** (a must if you want your Open house to be well attended). No matter how many bookings you have say: "Hi, this is Barbara, your Mary Kay Consultant. Did you receive my invitation for the special Open house sale? Great! I'm booking up quickly now, but I did not want you to miss out, so I'm ringing you to see if you'd like to pop by either on the Saturday or Sunday? I've got the latest Mary Kay products including the fab Metro Chic make up collection for you to try and of course if there is anything you like you'll be able to purchase it at 20% off."

4. **Offer a gift if they bring a friend.** Use items you had free from the company or swop a more expensive freebee against cheaper items from your stock. For example swop 2 free perfumes worth £36 against three lip glosses and two eye shadows – this will give you 5 gifts!

5. **Stock up on your best selling products.** Make sure you have enough of the limited edition products you like – they WILL sell out and what you love you will sell. Remember that a lot of customers don't just come to buy gifts, but they want to make use of their discount and stock up on their regular items such as skin care, foundations, mascaras and lipsticks.

6. **Don't waste time wrapping things up.** We all make that mistake spending hours creating lovely packaged gifts, which then don't sell because it's not what the customers want. By all means give some ideas – maybe a basket with a perfume, shower gel and body lotion – but then take orders and wrap things to order.

Which customers to call first?

If you have so many customers on your list that it seems too overwhelming to ring them all, try the following exercise: Divide your customer profile cards into three piles A, B and C

> **Your A customers are the ones that order regularly and usually call you with their orders.**

> Your B customers are the ones that order less frequently and usually need a call from you.

> **Your C customers never reordered or did not purchase anything at the class.**

Your A customers are the most important ones and must be your priority – they are loyal and already sold on the products and it will be easy to excite them to try new things. Your B customers must come next, because with the right follow up you may well be able to convert some of them into loyal A customers. Review your A, B & C list from time to time and as you add new customers.

7. **Provide some gift ideas for £10 or less** as stocking fillers. You could get some organza bags of eBay or from your local wholesaler and fill with an eye shadow and mini applicator brushes or a lip gloss and a little chocolate Santa, a mini hand creme and a nail varnish!
8. **Keep refreshments very simple.** Mince pies and teas or coffees are fine. You want to be able to concentrate on your guests and not spend time preparing food and drinks.
9. **Set the scene for shopping.** When guests arrive thank them for coming and offer a small gift plus give them a shopping bag. I usually say: "Caroline, thanks so much for coming today – let me show you around so you can have a browse! Here is your thank you gift just for coming; I'll pop it in your shopping bag." And as you say that hand them a large Mary Kay plastic bag. This will set the scene for shopping.
10. **Follow up everyone that could not attend** (you can start making calls during the Open house if you have some quiet times where no one is booked in), say something like: "Hi Joyce, it's Barbara, your Mary Kay Consultant, how are you? You know we had such a busy morning already, but I just have a few minutes and I've been thinking about you. It's such a shame you can't come to my Open house. I just wanted to let you know that I'm extending my sale until the end of the week and if there is anything you'd like, I'm happy to offer a 10% discount. Would you like to make use of that for yourself or rather treat someone to a Mary Kay present?"

Why not plan your own Christmas Open House this year? One of my brand new consultants held her first Open house last year and sold over £1000 in one day – she had 16 guests attending spread out over the entire day. If you follow all of the above tips, I know that you will have a successful event too, no matter how long you have been a consultant! Happy Christmas Sales!

My open house flyer/postcard text:

Barbara's Mary Kay Christmas Open House

I am scheduling Personal Shopping Appointments.

Please choose a time that suits YOU and call me.

Saturday 10am – 5pm

Sunday 12 – 5pm

Personal shoppers will enjoy a massive

20% discount on purchases

Unable to come?

Just phone/email or order online and receive 10% discount

info@barbaravonow.com www.marykay.co.uk/bvonow

Great new mineral make up, try a party look with the new Metro Chic make up collection & fantastic gift idea for everyone

Bring a friend and choose a FREE item from the BARGAIN BOX!

Look forward to seeing you! RSVP