

# Valentine's Day

## Sweetheart Essentials Collection

Flowers, Candy and Total Pampering!  
Ready for a weekend getaway!!!

Fill the pockets of a Beauty Essentials Travel Rollup with an eye appealing array of gifts. This would make a great collection for him to take along on that romantic weekend he already has planned!

Pocket #1: Beautiful silk red roses and a \$10 Gift Certificate with pampering session.

Pocket #2: Candy for your sweetheart

Pocket #3: Kissable Lips - Satin Lips Set, Triple Action Lip Enhancer and Pink Pout Lip Gloss

Pocket #4: Satin Hands and Body Cleansing Gel and Buffing Cream and Visibly Fit Body Lotion.

Let the husband know that this Collection, valued at \$150, is available today for only \$125 ... and the travel bag is included! You, of course, will deliver on or before February 14th, at no extra charge.



## Basket of Love

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first, day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell "BE MY VALENTINE" or "BE MINE!"

A card will be in the basket which will read:

*You are my one and only!  
You make my life worthwhile!  
How empty my days and nights would be  
without your warm sweet smile!  
So open one gift each day, my dear,  
and think of what to say!  
So you can give me your answer  
on St. Valentine's Day!*

Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!



## Husband Script

Hi Mark! This is \_\_\_\_\_, your wife's Mary Kay Beauty Consultant. I know how busy your life must be right now, so I wanted to save you some Valentine's Day shopping time by passing along a tip about a gift I know Cindy would like. We were just talking about \_\_\_\_\_, and she said she'd love to get the \_\_\_\_\_, but didn't feel she could afford it right now. Wouldn't Cindy be surprised if she got this from you for Valentine's Day? I could even create a gift set that includes her favorite color MK Signature Lipstick and Lip Liner, or a complete color collection for a look I know she'll adore!

If you order today, I'll be happy to gift wrap and deliver it too! Would you like the gift delivered to you at work or to Cindy at home? That's great! I know she'll love her \_\_\_\_\_! I'll bring it to you tomorrow morning, and I'll leave my card with you to have on hand when Cindy's birthday rolls around!



## Warm Chatter Script

Have you gotten your Sweetheart anything for Valentine's Day yet? No? Boy, am I going to make you look good! (pull out scented wrapped rose and a card) I will deliver this to your Sweetheart at work, home or to you to present to her yourself (read the card and then say) I will enclose a gift certificate ranging from 25 to \$500 and it includes a facial and makeover. You may select the price of the shopping spree. Where would you like me to deliver it! To her at home, work, or to you? What amount would you like to treat her on her day of pampering?

Card should read:

*I loved you when I met you and today I love you more!  
You've made my life more than it's ever been before!  
I hope your day of shopping is as happy as can be!  
Try all and have a ball, and then come home to me!*



## Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know - husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show! A men's gift show can turn out to be one of your most successful yearly events. Everyone knows husbands are notorious for putting off shopping for a Valentine's Day treat until the last minute. Why not do all the leg work for them? Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services. You'll also want to promote credit card acceptance for gift purchases.

## Tower of Love

This is a great idea for Valentine's Day and Mother's Day, similar to the 12 Days of Christmas idea. Each gift is boxed and wrapped and then placed on top of each other to form a tower. Call your customer's husbands to sell this romantic gift idea. Explain to him that each day she'll get to unwrap a gift starting 5 to 12 days before Valentine's Day or Mother's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

Optional letter:

*Dear Husband:*

*Would you like to make this Valentine's Day special for your sweetheart? Better yet, would you like someone else to select, wrap and deliver a special, romantic gift for you to give? Well, that's exactly what I'm offering to you!*

*I have created a beautiful gift collection called the Tower of Love for giving this Valentine's Day. Each of five (or specific number) separate gifts are boxed and wrapped individually and then placed on top of each other to form a beautiful tower, tied and topped with a gorgeous festive flowing bow. She will be so surprised that you had the creativity and forethought to get her such an elegant gift!*

*So how do you take advantage of this fabulous offer? Simply call me at (000) 555-1212 and tell me what price range you would like to stay within, and where/when you'd like the gift delivered. I'll do the rest!*

*Flowers die, chocolate is fattening, and shopping for something special is very time consuming. Give her something different this year. Your wife loves the skin and body care, color cosmetics, and fragrances that Mary Kay offers. Let me prepare a spectacular, romantic array of personalized gifts she'll really love this Valentine's Day!*

*With your wife's beauty in mind,*

