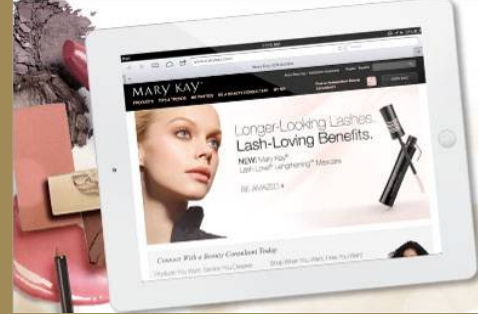




# The Beth English ABUNDANTLY PINK Unit News



October brings a chance to win a FREE Ipad from Mary Kay! See Intouch for details.

September 2013 Recognition & Results

# Happy 50th Anniversary! Congrats to Our Quarter 1 stars!

These consultants are on their way to starting the new year off right!!

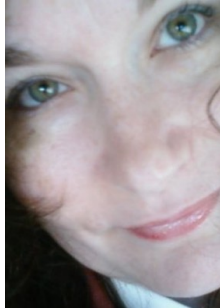
~~Pearl~~  
Beth English

~~Diamond~~  
Tracy Self

~~Sapphire~~  
Katrina Calleiro  
Carol Thomas  
Patricia Lopez  
Joni Smith



Piper Hill  
Queen of Wholesale



Janet Stringer  
Queen of Sharing



Erin Weathers  
Top Love Check

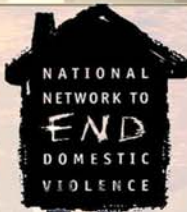
## Welcome New Consultants

Laura Murphy

Sponsored By:

Janet Stringer

# No Woman Should Walk Alone.



Celebrating 50 years: Mary Kay Ash taught us how-go live your dream!  
**One Woman Can!**



# The Holidays are here!

Mary Kay Intouch has all you need to make this holiday season a success!

## Welcome to Your Holiday Hub

It's the most wonderful time of the year... especially if you're a Mary Kay independent business consultant! Not only can you share your products with your customers, you can help make holiday dreams come true for their friends and loved ones with an amazing array of Mary Kay products and gift sets. Here's what you need to know to make things Mary Kay bright!



Dear Abundantly Pink Unit,

With all the cute costumes filling the store, I can't help but think about Trick or Treaters. Put simply, children dress up, go door-to-door, and hope for something good in return. Most kids go with their parents, so they have a guiding hand with them at all times. When you think about booking classes or warm chattering, there are a lot of similarities. I like to dress up when I'm warm chattering, just like those fairy princesses. It makes me feel good about myself and opens the door to approach anyone with pride. I approach each person expecting great results. Sometimes those results include a class or finding someone who's lost her consultant or even a potential new team member. Sometimes the positive result is just a pleasant conversation with someone new who may already have a consultant, or just not be interested. Just like those cute kids in costume, we're not alone. We have other consultants, directors, events, and Intouch as a guiding hand in our lives to help us along the way and remind us we're never alone. I hope you'll remember to make meetings a regular part of your week this season.

This is such an exciting month! Our Let The Beauty Begin Team Building special is in full swing, and I hope you're out there holding interviews already! Our new products have been a huge hit already, and I'm sure the new skin care is flying off your shelf like it is mine. October is such a fabulous month. It's time to focus on customer service and meeting your customers' needs.

October is customer service month. I know in Mary Kay we do an incredible job offering customer service to our customers. All of our products are try before you buy, and we offer great beauty tips like the Color Confident ideas, new looks each season, and even customized skin care to meet each client's need. It's easy to remember those customers who order consistently and keep in touch with us. I encourage you to take a moment this month and reach out to those you may not have heard from in a while. Plus, in celebration of Mary Kay being the Official Beauty Sponsor of Project Runway All Stars Season 3, they are giving customers the opportunity to win a once-in-a-lifetime New York City Fashion Week Experience! Take the Fashion Week Challenge, discover a Winter Wonderland of gift ideas on Intouch, and pass out Holiday Wish Lists at every appointment! Your holiday dreams can come true!

Love and Belief, Beth

**So how do YOU go red?  
It's easy! All you need is  
3 new team members! Why  
do you want to earn your  
Red Jacket?**



- ✂ **EASY WARDROBE:** No more deciding what to wear to meetings. The jacket is very trendy!
- ✂ **PROMOTION:** Red Jackets are also on their way to driving free! All it takes to go on target for your car is 5 team members!
- ✂ **Leadership:** Red Jackets are the top 6% of our company - what other company allows you to move into a leadership position so quickly?
- ✂ **Money:** Money, Money, Money! Receive a love check on the 15th of each month!

**You can do this! You are all ready for promotion - so market everyone! Get those leads and I will help you close the recruits.**

Thanks Leigh Ann Bender for sharing!

**IS IT TIME TO TURN OVER A  
NEW LEAF? WE'RE ON THE  
HUNT FOR OCTOBER  
RED JACKETS!**

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?"

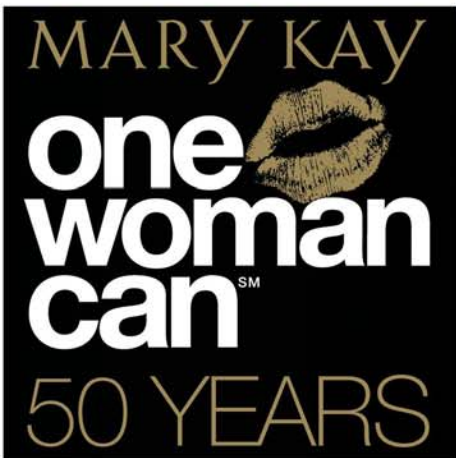
Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

**Our October *Let The Beauty Begin!* Promotion can increase her profit immediately and jump start her business!**





# Our Top 5 Wholesale Orders For September



Piper Hill



Carol Thomas



Katrina Calleiro



Janet Stringer



Joni Smith

## Year To Date Court of Personal Sales

1	Katrina Calleiro	\$5,398.50
2	Carol Thomas	\$3,652.00
3	Joni Smith	\$3,602.00
4	Lauren Stringer	\$1,781.50
5	Phoebe Bermudez	\$1,713.50
6	Cindy Falkenberry	\$1,680.00
7	Kay Shoaf	\$1,624.50
8	Piper Hill	\$1,368.00
9	Janet Stringer	\$1,366.00
10	Erin Weathers	\$1,131.00
11	Gina Wood	\$995.50
12	Charlotte Hof	\$823.50
13	Michele Gillardon	\$821.00
14	Sandy Riley	\$779.00
15	Tina Ellis	\$652.00
16	Renee' Gordon	\$636.50
17	Gennel Lassen	\$616.50
18	Brittany Jackson	\$606.00
19	Yessika Pamplona	\$591.00
20	Laura Murphy	\$565.00



## Top 20 Consultants Who Invested in Their Business in September

Piper Hill	\$610.50
Carol Thomas	\$514.50
Katrina Calleiro	\$415.00
Janet Stringer	\$410.50
Joni Smith	\$410.50
Sandy Riley	\$389.50
Laura Murphy	\$282.50
Renee' Gordon	\$276.00
Rosemary Reese	\$230.50
Erin Weathers	\$226.50
Kay Shoaf	\$225.00
Gina Wood	\$206.00
Sheral Styles	\$206.00
Cynthia Collins	\$203.00
Huguette Foster	\$203.00
Michele Gillardon	\$202.50
Phoebe Bermudez	\$115.00
Brittany Jackson	\$101.50
Cindy Falkenberry	\$86.00
Lauren Stringer	\$16.50

Check out this month's Applause for great tips on how to reach young women and sell them on our incredible products!



## Great Lips Deal Extended!

Customers who purchase a True Dimensions Lipstick, Lip Liner and Lip Gloss will receive one Lip Clutch with Mini Lip Gloss FREE!  
See Intouch for more details!



# Recruiters and Their Teams

## Star Team Builders

### **Erin Weathers**

- Carol Thomas
- Gennel Lassen
- Lindsey Graham
- Renee' Gordon

## Senior Consultants

### **Janet Stringer**

- Laura Murphy
- Lauren Stringer

### **Kay Shoaf**

- Sheral Styles

### **Tina Tipton**

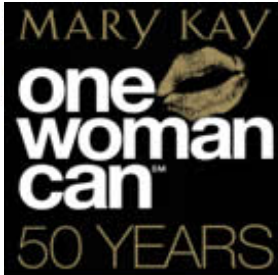
- Sandy Riley



New Qualified Team members will receive Beautiful Opportunities to earn credits on their 1st order, and you can receive great perks, including the chance to win a FREE Ipad! *Intrigued but not sure where to start?*

Check out the Power Class of the Month for October: "Level 10 Team Building" NSD Diane Mentipty. She shares tips to become more confident in presenting the opportunity to potential team members.

**Let the Beauty Begin in October! We're on the hunt for more red jackets this month!**



**Make plans now to be in the Queen's Court of Sharing! Just 24 qualified new team members for the year!**

Earn Your Own Small Bee Fabulous Diamond Pin  
14-karat yellow gold Diamond body, .75 carats



## **Love Checks: Sharing the Opportunity**

### 4% Recruiter Commission

Erin Weathers	\$31.62
Janet Stringer	\$11.96
Kay Shoaf	\$8.24

### November Birthdays

Laura Murphy	2
Mary Phillips	6
Michele Gillardon	6
Tina Tipton	7
Kathleen Slay	15
Erika Armstrong	19
Lula Hudson	23
Cheri Boghos	26

### November Anniversaries

Catherine Watson	2
Huguette Foster	2

Remember, until Nov. 1, the Company will donate \$1 to The Mary Kay Foundation from each sale of a Cream & Sugar Lip Gloss or Pink Parfait Lip Gloss for Beauty That Counts!

# Give Your Customers Your Best Service

## Your customer deserves:

- **Your appreciation** — Let her know you are grateful. Send her a thank-you note immediately after her first purchase.
- **Your genuine interest** — Call her the very next day. Say, "I simply couldn't wait to see how your new skin care routine went this morning."
- **Continued education** — Offer a second facial for additional glamour tips and as a way to reinforce the reasons behind the skin care steps. For those important extras such as makeup and fashion tips, keep abreast of the latest ideas through beauty magazines and the Mary Kay website.
- **Continued attention** — Send her a card on her birthday. Call her every four to six weeks for reorders. Enroll her in PCP mailings.
- **To be asked for referrals** — This shows that you respect her judgment. You might say, "Surely, you have a friend who hasn't had her complimentary facial yet. I'd be delighted to be the first to introduce her to Mary Kay." Or, "Who do you know who would share your enthusiasm about Mary Kay products?"
- **To be asked to host a skin care class** — Let her earn points she can use toward some of the Mary Kay products she uses most or a unique gift from the Hostess brochure.
- **For you to follow up on referrals** — Follow up right away, not in a week or a month. Always remember to thank the person who gave you a referral.
- **Enthusiasm and determination** — Make your customers the happiest customers in town. Take care of your customers, and they'll take care of you!

- Say "thank you" often. After a facial, send a sincere note that says, "Thank you for allowing me the privilege of introducing YOU to Mary Kay Cosmetics! What a pleasure it was getting to know you." Appreciation unlocks doors!
- Do everything with class. Your stationery must be the best; your work clothes, your hair, your nails, even your car, done to perfection. Your demeanor and speech should always be above reproach.
- Personalize your business. Call "lost customers." Take a customer for dessert and coffee once a week to find out what you are doing right. Customer loyalty is built one customer at a time.
- Remember, when there is a problem or complaint, the customer is always right. Think about her 20 friends who have 20 friends who all have 20 friends. They are all going to know how special and wonderful you and Mary Kay Cosmetics are—or how awful! Respond to a complaint promptly and sincerely. Go the extra mile!
- When someone says "no" after a facial, call her to find out why! Research is just as important for an individual Consultant as it is for the Company. It's important to find out! A pleasant, short telephone call can give you answers. Make notes! Chart the response. The pieces of the puzzle will fall into place. You'll improve your skin care class procedure, cut the length of your class, and do a better job of closing. All kinds of improvements will transpire. The "no's" will make you a pro!!!
- Call customers in a planned and professional manner each week so that each one is contacted once every six weeks. Be consistent. Really care. Give them attention. Be responsive.
- Don't be afraid, and don't hesitate to say, "I'm sorry" when you should.
- Be committed to your customers with a passion. They must recognize the pride you feel for your Company, your product and your career. Promises are to be kept.
- Yes, there is competition, but the multiplying effect of happy customers is unbelievable!
- Love your customers. Celebrate the relationships! Send birthday cards. Show concern. See that your customer receives something professional and wonderful every quarter. Merchandise your *Mary Kay* products with bright ideas.
- Who answers your business phone? Remember, the impression your customer has of you must be without blemish. These are sophisticated ladies!
- Understand your customers' needs. Simply put yourself in their shoes! Treat them as you would want to be treated. Surely the Golden Rule, which is Mary Kay's personal philosophy, says it all: *"Do unto others as you would have them do unto you."*
- What is the value of your customer records? They contain future bookings, recruits, and financial security. Just think of it: 300 reorder customers spending just \$15 per month is \$4,500 retail, or a potential \$2,250 gross profit for you! Wow!
- Give your customers your best, and you'll discover new success!



While I recognize that each of us came into MK for individual reasons, for a lot of us it was, or now is, the opportunity to earn some "extra" money. To do that, we have to pay attention to how we are going to G-R-O-W (\$\$) OUR BUSINESS!

I keep thinking about a "painless" way for us to increase our businesses. When you did the facials on your family/friends, did you ask them for referrals? When you got a "new client" who had "lost" her MK Rep and didn't want a facial, just wanted product, did you ask her for referrals? If not, I don't know why you couldn't go back and do that now. (Put them all on your PCP List!)

Say you only add 20 customers...that's \$14\* plus tax. That means I am paying

\$ .70 to generate a viable lead. In my before MK life, I sold advertising...Welcome Wagon. Merchants paid \$6 to \$8 *per lead*, AND whatever freebie/ discount that was necessary to get customers in the door. The general value-rule was never anything less than \$10 or 10% off the purchase. The reality of the situation was that they were often a specialty merchant...like a baby/kids store. Right away there were families receiving these address books (with merchant info and coupons) who did not even have kids! You know where I'm going with this...that drastically UPS the per lead expense. OUCH!!! We never have that problem, because "everybody has skin!!!"

The bottom line is, if you have a business you have to advertise...in person or via

some form of media vehicle. We need to appreciate what an affordable, dynamite program this is for us to use...and take advantage of it today!!! I just resold myself on PCP (not that I'd dream of not participating!) I know that you want to make your MK business work. I know that like me, most of you could use the extra \$\$\$s it generates every week/month. We just have to figure out how we can do it as easily and economically as possible. I think this is one way that is both very affordable and very professional!

*\*At \$14 plus tax for 20 leads, surely you can be confident that you will generate \$30 in sales and cover your expense...yep, that's all it would take (using the 40% rule)...the rest is pure profit!*

*This was written by Consultant Candy Semper*

*The rest of the world is go-getting while we are...*

Tips By: Sarah Hjelle-Bjorgaard

# Go-Giving in Mary Kay!

## Tips For Working With The Golden Rule & The Go-Give Spirit!

- After selling a Basic Skin Care set of any kind, that client should be added to your rotation of consistent and purposeful follow-up calls **including PCP mailings**. Call her within 2 days, 2 weeks, then again in 2 months. *\*If your Client does not receive proper service from you within 6 months, it is OK for another Consultant to add your 'previous' Client to her customer list and begin servicing her. **\*\*A client is a client when she purchases at least \$50-\$100 per year of product—NOT just a lipstick!!***
- Keep promises you make and deliver promptly!
- Remember that we are required to offer our customers the **100% satisfaction guarantee** that we tell them about during our class. This does mean money back or exchange. *\*If the Client returning product did not purchase it from you, we are now to refer them to Mary Kay Customer Service.*
- When meeting women in public, be sure to ask **LOTS of SPECIFIC** questions to determine if she is a Mary Kay user and if she has a Consultant who is actively servicing her. "Who is your Consultant?" (if you personally know her.) "I am so excited that you are using Mary Kay products, \_\_\_\_ is a wonderful Consultant, you are lucky to have her!" "Has she called you in the past 6 months or have you had contact with her?" *\*If she does indicate that she has a Consultant, tell her Thank You for being such a loyal customer to Mary Kay. **\*\*REMEMBER:** part of our Company's ethics is that we DO NOT take customers away from each other!! If she does not have a Consultant or no longer has one, by all means—PLEASE offer your services!*
- It is not uncommon at many of your Skin Care Classes & Appointments to encounter other Consultants' Clients! It is OK to sell to them that night. Their purchases will help the Hostess with her credit. **However, you will want to send her Profile Card home with her so that she can update her Consultant.**
- **Remember, in any situation, please use the GOLDEN RULE.. "Would you want to be treated exactly how you are about to treat the 'other' Consultant?"** Mary Kay has always said that **WHAT YOU GIVE OUT COMES BACK TO YOU TEN FOLD**. In selling and team building it's required of us as Professional Beauty Consultants to refer every Consultant's customer that you encounter **BACK TO HER** at least 2 or 3 times. If there is a specific reason as to "why" this customer does not want to purchase product or begin her business with her actual Consultant—then **I always ask her to send a courtesy postcard to her Consultant to make her aware of what she has decided**—but *please* be sure that there is a specific reason. I explain to her that this is how our business works! She will have a ton of respect for you and our Company!

**If you ever feel like you have to rationalize "why" you are doing something, or you have to convince yourself or your Director... it's probably NOT the right thing to do!**



*Mary Kay Ash said, "The Go-Give Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future."*

# Go-Give Award



# Check Out All the Team Building Contests, Perks & Opportunities that are Popping up for October!



## Let the Beauty Begin!

Beauty begins in October with the *Let the Beauty Begin Team-Building Promotion*.

During the month of October, a new consultant whose agreement is received from Oct. 1 – 31, will receive one of the following:

- A **\$50 credit** on an initial Section 1 order of \$400-\$599 wholesale (excluding shipping, handling and tax)
- A **\$75 credit** on an order of \$600-\$1,799 wholesale
- A **\$150 credit** on an order of \$1,800 or more



## Let the Beauty Continue!

Plus! Consultants who add new team members in October for the *Let the Beauty Begin Team-Building Promotion* will be entered into a drawing for an iPad when their team members place an initial Section 1 order of \$400+ wholesale by Nov. 30. Consultants will receive one entry for each new team member who places a \$400+ wholesale order by Nov. 30. Drawings will be conducted every Tuesday until Dec. 5, 2013.



## “Project Runway All Stars” Challenge Oct. 1–Dec. 31, 2013

Mary Kay will hit the airwaves later this month (Oct. 24) as part of a new, exciting partnership with Project Runway All Stars! Check out the November issue of The Applause for wonderful ideas, tips and tools that can help you make the most of this prime-time television exposure! Plus, get ready, because we could have a front row seat to watch top models “rock the runway” at the March 2014 Fashion Week in New York City! We could WIN a trip to New York City AND be a part of Fashion Week! *(Three winners from each Seminar affiliation will win!)*



## The Great Wall of Mary Kay

Inspired by visits to the Great Wall of China during the Top Director trip, the Company will build a “Great Wall of Mary Kay” that bears the names of Directors who qualify for an ambitious challenge that runs until Sept. 13, 2014. Our goal is to double the number of Directors in the United States and Canada before Sept. 13, 2014. A stretch? Definitely. Impossible? Not at all! It’s an exciting time to set new goals, make a plan to develop others, and take Mary Kay’s dream into the next 50 years! Will you be a part of it?



## Join Us For Leadership 2014 and Lead The Way

Online Registration will open Monday, October 14, at midnight CST for all DIQ’s and Future Directors, and continues through December 31. Do you have what it takes to join us at the top and Lead the way? Any dream can come true in 2014 if you’re willing to work consistently! The Registration Fee is just \$165, so plan to join us!

If you’re not sure where to start– check out all the great team building strategies and tips available on Mary Kay Intouch this month. You can also find more details for all of these great contests!



# project RUNWAY™ ALL STARS

Mary Kay is the official Beauty Sponsor of *Project Runway All Stars Season 3*. Join The Party!



Mary Kay hits TV airwaves as part of an exciting new partnership with Lifetime's *Project Runway All Stars Season 3* where designer contestants from previous seasons compete to create bigger, bolder fashions. Designers send their models to the **Mary Kay Color Design Studio** where 6 makeup artists

complete looks using our products. Mary Kay also will inspire a fashion challenge in one episode.

**Are You READY?**

You'll find *Project Runway All Stars*-inspired looks in the 11/13 issue of *The Look*. Book your appointment with me today and receive your own supermodel glamour makeover!



## TEAM UP FOR WOMEN & WINK FOR PINK!

Could you use a new mascara if you knew it would help others?!?

I ask because I have a special program called **WINK FOR PINK**.

October is both **Beast Cancer Awareness Month** and **Domestic Violence Awareness Month**. We want to find a cure for cancers affecting women.

Ultimately we want to break the silence & stop domestic violence. Our **Ultimate Mascara** is just that... the ultimate. Our **Lash Love Mascaras** are all about sharing love: love of our products, our company, and love and support for women everywhere. So this month, for any mascara I sell, I'm going to donate a portion of my profits to our Mary Kay Ash Charitable Foundation that provides grants to support both cancer research & domestic violence prevention.

- Mary Kay Ultimate Mascara in Black or Black/Brown
- Lash Love Mascara in Regular, Lengthening or Waterproof (Each come in color options I ♥ black or I ♥ brown)
- AND Limited Edition Colored Mascaras in I ♥ green or I ♥ plum



Be a part of The Mary Kay Foundation and help in the fight against cancers that affect women and to end domestic violence.

The Mary Kay Foundation is dedicated to ending women's cancers and domestic abuse. Throughout her life, Mary Kay Ash showed others how to live and how to give. She gave hope to women who lacked opportunity, self-esteem and financial support. Now her legacy of love lives on through The Mary Kay Foundation, which she began in 1996. [www.marykayfoundation.org](http://www.marykayfoundation.org)



Thanks to Angel Fry for this great idea!!

# Holiday Dreams



ARE YOU DETERMINED TO MAKE YOUR DREAMS A REALITY FOR THIS HOLIDAY SEASON? WHAT PERSONAL GOALS HAVE YOU SET? HAVE YOU SCHEDULED YOUR TIME TO INCLUDE BUSINESS, FAMILY AND PERSONAL TIME?

YOU CAN MAKE EACH DAY COUNT BY USING A WEEKLY PLAN SHEET AND FINISHING YOUR SIX MOST IMPORTANT THINGS LIST EACH NIGHT SO YOU'LL KNOW WHERE TO FOCUS THE NEXT DAY. MAKE EACH DAY COUNT, AND YOU COULD BE DRIVING FREE FOR CHRISTMAS AND CELEBRATE FINISHING YOUR DIRECTORSHIP WITH YOUR FAMILY AROUND THE CHRISTMAS TREE!

"Financial freedom is when you never do anything that you don't want to do for money and you never omit doing something that you want to do because of lack of money." - Phil Laut



*10 GREAT REASONS TO*  
**BEGIN**  
*YOUR*  
**Mary Kay Career**  
*DURING THE*  
**HOLIDAY** *Selling Season!*



1 You get to take the tax benefits at the end of the year! It's just like having a baby in December.

2 You'll be ready for the new year, when women are looking for new looks, new opportunities, and time-saving services. They also have gift money to spend. Everyone is looking for the post-holiday fun thing to do. January is one of our best sales months. If you wait until then to start, you will miss the opportunity.

3 You'll be ready to start your new year with a bang! You'll have a career that allows you to shoot for the stars without hitting a glass ceiling.

4 You will be able to take advantage of a fantastic discount (50%) on all of your Christmas presents for your friends & family. You'll also be able to help friends & family spend money they received as gifts.

5 Are your friends and acquaintances going to holiday parties? Help them with a great holiday look! Over the holidays, you will see lots of people that you won't see otherwise. What a wonderful time to be able to tell them about your new Mary Kay career and arrange for post-holiday bookings!

6 Make immediate sales by letting your friends and family know that your store is open for 12 Days of Christmas gifts, fragrances, last-minute stocking stuffers, and wrapping services.

7 Since Mary Kay has no territories, when you are making all of your holiday telephone calls to friends, keep good records, because you can tell them about your new Mary Kay career and write off the calls!

8 You will look fabulous this holiday season! You will receive great training and ideas on Christmas glamour techniques to look your best from Mary Kay and our unit.

9 Are you going to travel to see friends and family over the holidays? When you travel to visit long-distance friends and family, you can take your showcase and practice your skin care class skills. You can also write off part of the trip! Are your relatives visiting over the holidays? Practice on them over the holidays and get part of your Perfect Start done.

10 A camera (for before and after photos), an answering machine, voice mail service, or a computer are just a few of the tax-deductible business presents you might buy yourself in December.



# OVERCOMING HOLIDAY BOOKING OBJECTIONS

This holiday season offers unique opportunities to serve your customers and earn extra profits! Besides learning about skin care and glamour at your skin care classes during the holiday seasons, your customers can also enjoy the convenience and fun of gift shows or open houses to select holiday gifts for themselves, their family & friends.

Due to the many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care class, gift show or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses.

Remember, an initial "no" response usually means, "I need more information; tell me how holding a class will benefit me." You'll want to practice and use these dialogues to schedule additional holiday bookings with ease!

- **"With the holidays, I'm too busy with parties & family gatherings."** "\_\_\_\_\_, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary facial where they'll learn how to develop a good skin care routine. Suppose we do this (with date book in hand). Let's set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date."
- **"I've just about finished my holiday shopping."** "As usual, \_\_\_\_\_, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess points toward a lovely gift or skin care or glamour items for yourself. Which part of the week is better for you, the first part or the latter part?"
- **"Oh, my relatives will be visiting from out of town."** "That's fantastic, \_\_\_\_\_, not only will they enjoy getting together, I know (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may

want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"

- **"Keeping up with the kids' activities this time of year really keeps me on the go."** "I can understand that, \_\_\_\_\_. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, particularly when you're meeting teachers and other parents. Why don't we schedule a complimentary facial for next week? Let's look at my date book and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."
- **"The kids will be home from school."** "I bet there will be times when you'll want to get

away and do something special for yourself. I'll have a special gift for the person who baby-sits for the kids when you hold your skin care class."

- **"It's so cold and inconvenient to go out in this weather."** "\_\_\_\_\_, you'll be surprised how, by inviting a few friends over for a complimentary facial, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. Which is better for you, morning or afternoon?"

**By overcoming holiday booking objections, you can have a full date book and a successful holiday sales season. Use these dialogues to build your profits and book your gift shows and skin care classes!**

## Holiday Coffees

A holiday coffee is an easy, inexpensive way to introduce your customers and their friends to your holiday gift selection, especially holiday fragrance options. While there are many versions of this popular selling strategy, the following method by National Sales Director Sherrill Steinman is an all-time favorite:

### Holiday Shopping Coffee

- Select your 10 best customers/ friends--"How would you like to get anything you want from Mary Kay at half price? Well, it's easy & it's fun. Have a Holiday Shopping Coffee--Invite as many women as you would like & when we sell at least 10 items, you can order anything you want at half price!"
- Set a date and time. "Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?"
- How to Display Products....  
Arrive with the Holiday Collection in separate vinyl bags. Put them in a festive tote/shopping bag or decorated box/basket. Have one display table and light a scented candle. Also, have 3 or 4 gift ideas to display, including the Man's Roll-up, Coffee & Cream...

### What You'll Need:

- Full-size Satin Hands collections
- Full-size Body Care Collection sets, our new fragrance
- 13 large vinyl merchandising bags
- 3- inch by 5-inch index cards
- Skin care profile cards, beauty books, holiday gift lists, "Dear Santa" gift lists and sales tickets for each guest
- Hostess gift, a small prize for a drawing and some gifts with purchase
- One or two half-cup tins filled with plain, whole coffee beans
- A pretty tin or tray filled with butter cookies
- Your Holiday Look Book



### What to Do:

Make a list of prospective hostesses. Call each and say something like, "Christmas is only \_\_\_\_\_ weeks away! How would you love to get a jump on the season? Simply invite four friends for coffee. I'll bring the cookies and introduce you and your friends to our new holiday fragrance and color cosmetics collections. We'll have lots of fun! Plus, I'll have a \_\_\_\_\_ as your special gift just for hosting the coffee. Would this week or next be better for you? Great! I can't wait to show you everything!"

Place a complete holiday collection for each fragrance description on one side of an index card and on the reverse side write the price for each item in the collection. You can find descriptive statements for each fragrance online. Place each index card behind the collection in the vinyl bag. Follow the same procedure for the Eye and Cheek Colors, Satin Hands, body care collections and men's products as well. You can find additional information on

[www.marykayintouch.com](http://www.marykayintouch.com) to include on your index cards.

### When guests arrive-

1. Do Satin Hands on every guest.
2. Have everyone sit down & give them a pencil, sales ticket, Skin Care Profile (ask them to fill out), a wish list & a Holiday Look Book.
3. Take each fragrance collection out of its vinyl bag & romance it, one collection at a time. Explain fragrance layering & give prices. Have cotton balls sprayed and wrapped in netting so you are not spraying everyone with scent. Have a Gift With Purchase offer for that night.
4. Very important to say during total presentation, "When you see something you like-just put it on your ticket."
5. Watch your time. At the closing say, "I promised (hostess) I would only be an hour, so it's time to have a drawing for a special gift."
6. Do not have them total their sales--just take up all the orders--do the drawing (doesn't have to be a big item-just wrapped beautifully).
7. Then say, "While \_\_\_ gets you something to drink, I'll help you with your orders. You only need to pay half plus tax now & the other half in two weeks. We are here to work with you. We take MC/VISA or DISCOVER, check, or cash-whichever would be best for you."
8. You now have sales (average \$18-\$30) + you have skin care profiles to follow-up on. You can talk about Glamour or Spa Classes & you should have many new business associates. Offer a bonus for booking a SCC or Holiday Coffee before Dec. 15.
9. Have some sample gift baskets on display (including men's care, glamour, body care, etc. as well as fragrance) & stress that they can be any price--each is customized.



## CHRISTMAS IS RIGHT AROUND THE CORNER! ARE YOU LOOKING FOR MORE MONEY THIS HOLIDAY SEASON?

I am looking for women who want to earn some extra cash between now and the Holidays. We all need a little extra holiday cash, and I believe Mary Kay may be just the solution you're looking for!

Our earning potential is unlimited this time of year. You can make your business a success by holding Open Houses, selling 12 Days of Christmas sets to husbands/boyfriends, holding holiday makeover appointments, and providing other gift services. And that's just the beginning! Many women will continue to order the holiday gift products they fell in love with in the new year. Many will book appointments to customize their own look in the new year, and your business can expand from there.

Not interested? Please pass this on to a friend if you absolutely don't think it's for you... you're probably right. Yet the friend may thank you years later, as I am sooo grateful to be in MK!

Thank you for considering the possibility, and call me if you have questions...

Thanks,

### **Starter Kit Content Includes:**

#### **Retail-sized Products:**

- TimeWise 3-in-1 Cleanser - Normal/Dry & Combo/Oily
- TimeWise Age-Fighting Moisturizer - Normal/Dry & Combo/Oily
- TimeWise Day Solution SPF 35
- TimeWise Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara – Black
- Mineral Powder Foundation bundle OR Liquid Foundation bundle

#### **Plus Samplers like:**

TimeWise Repair Volu-Firm, Botanical Effects Skin Care, Microdermabrasion Set Samplers, Fragrance-Free Satin Hands Pampering Set & Lip Glosses

#### **Business Tools Include:**

- Beauty Books, Sales Tickets, Hostess Brochure, Customer Profiles, Look books & Start Something Beautiful DVD
- Starter Kit Bag (includes Organizer Caddy)
- Mirror With Tray, Disposable Trays, Facial Cloths, Foundation Finder Tool
- Color Cards, Mascara Brush & Sponge-Tip Applicators
- Miracles Happen By: Mary Kay Ash
- Bilingual Datebook
- Steps to Success Career Path brochure



**BETH ENGLISH**  
 INDEPENDENT SALES DIRECTOR OF  
 THE BETH ENGLISH ABUNDANTLY PINK UNIT

285 Old Ivy  
 Fayetteville, GA 30215  
 Phone: (404) 259-0059  
 bethenglish@marykay.com

Return Service Requested



**Words of Wisdom  
 From Mary Kay Ash**

We must carefully guard the image that we have established — and that calls for dealing with honesty and integrity in everything we do. We must remember the principles upon which this Company was founded, and believe in ourselves and our ability to do anything in the world we want to do.

# On The Hunt for Red Jackets!

The law of averages tells us that out of every ten women you ask to listen to the MK opportunity, approximately five will say yes. When five say yes, usually three or four actually really listen. Out of these, one will sign up. Therefore, it takes, on average, asking ten to recruit one person!



Have you considered all the great rewards that can be yours by moving on up? Not only will you be helping other women meet their holiday dreams, you'll be helping to make your own dreams come true. Would you like to **move on up** in the New Year? **Be One of The Great Wall of Mary Kay 50th Anniversary New Directors?** Do you want more **freedom and flexibility** for your work schedule? What about more **income potential**? All of these things can be yours! Mary Kay Ash used to love to talk about how you can eat an elephant one bite at a time. Earning your own Red Jacket is the first step towards your own free car, directorship, and on to even greater things!



**No accessory makes you feel as great as a Red Jacket!**