



Independent Senior Sales Director Karen Cole

# Cole's Comets

March Results & Recognition - April, 2014

MARY KAY  
SEMINAR  
2014

You don't want to miss this incredible event! Make it happen!

## SEMINAR GOALS

- ◆ 650,000 unit trip
- ◆ 5 directors, 5 car drivers
- ◆ 10 new red jackets
- ◆ 15 new recruits a month

## Wholesale Queen



Trina M. Morales  
\$1,808.00

## Sharing Queen



Traci A. Laramee  
2

## FINALLY — the SECRET of SUCCESS!

by Lloyd Campbell, Author & Motivational Speaker

What is the secret to continued success? If you want to move forward and achieve your dreams, then you need to focus on four characteristics. Inside you there is a God-given potential for greatness. That's not just success talk, that is a firm belief I have in an all-powerful God who has singularly created and uniquely gifted you to achieve your dreams.

But in order to achieve them you must possess these four characteristics: Passion, Mission, Vision, and Sacrifice.

**Passion** – Call it drive, desire, motivation ... it doesn't matter; it is the engine that propels you forward. Without passion you will achieve mediocrity at best.

Passion not only drives you, it drives everyone around you. People may not respond to your personality, but they can't help but react to your passion. If you will show your people drive and determination, they will more readily follow you.

**Mission** – I am a basketball fan, and I enjoy watching the NCAA Tournament. There is one rule in basketball that must not be broken or failure is almost guaranteed: Keep Your Eye On The Ball! It doesn't matter how fast, how strong, how skilled, or how eager, if you take your eye off the ball you can't play the game.

*In life, you must keep your eye on your mission or you will fail. Do you remember the incident in Alice In Wonderland where Alice is a bit confused about her direction?*

*She asks the Cheshire cat, "Would you tell me, please, which way I ought to go from here?"*

*"That depends a great deal on where you want to go," replies the cat.*

*"I don't much care where," says Alice.*

*To which the feline replies, "Then it doesn't matter which way you go."*

Some people don't have a clue where they are going ... and that's the reason they aren't getting anywhere!

Great military leader, General George S. Patton, would gather his soldiers into a room before every major battle and ask them this question: "What is your mission?" He knew that was the single most important piece of information every soldier had to know if victory was going to be won.

**Vision** – Disney World is the most popular tourist attraction on the planet. It sits on forty-three square miles of some of the most prime property in the entire state of Florida. It is twice the size of Manhattan Island. Originally, it took seven years to plan, and four and one-half years to build. Each year, more than forty million people pass through the turnstiles at Disney World alone.

Disney World was dedicated on October 1, 1971. During the ceremony someone turned to Mrs. Walt Disney and said, "Isn't it a shame that Walt didn't live to see this?" Mrs. Disney replied, "He did see it, that's why it's here."

It is amazing how much of our existence is touched by someone's vision. The medicine that you take, the car that you drive, the planes that we fly, the TV's that we watch, the computers that we use, are all the result of someone's vision. Look around you right now . . . everything you see—everything—began as a vision in someone's mind.

**Sacrifice** -- When your dreams are rooted firmly in your heart, there is no price that you won't be willing to pay.

There is no secret to success; what you need is passion, mission, vision, and sacrifice. When you have those characteristics in your life, your dreams can't be far away!

What is your passion and mission?  
I believe in your dreams!

Karen

## Career Path:

### DIRECTOR

#### Rewards ~

- ◆ 4-13% Personal Team Commissions
- ◆ 9-13% Unit Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per
- ◆ Eligible to wear Director's Suit
- ◆ Eligible to drive Premier Club Car or Pink Cadillac
- ◆ Eligible to attend Leadership Conference
- ◆ Special Gifts, Recognition, Prizes & Travel

### DIO

10+ Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

### FUTURE DIRECTOR

8+ Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- ◆ Eligible to earn the use of a Car
- ◆ Eligible to wear Future Director Scarf

### TEAM LEADER

5-7 Active Team Members

#### Rewards ~

- ◆ 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Team Leader Pin Enhancer
- ◆ Eligible to go On-Target for Car

### STAR TEAM BUILDER

3-4 Active Team Members

#### Rewards ~

- ◆ 4% Personal Team Commission
- ◆ Team Building Bonus \$50
- ◆ Star Team Builder Pin Enhancer
- ◆ Eligible to wear Red Jacket
- ◆ \$50 Rebate on Red Jacket

# Look Who's Moving Up!

Standings are updated as of March 31st —  
this will not reflect April orders or new team members.

## DIO & On Target Team Manager

Recruiter :Trina M. Morales

Ciara Avina  
Stephanie Cano  
Trafina R. Coleman  
Kelly A. Fritsch  
Tukeisha D. Hall  
Traci A. Laramee  
Aleksandra Londono  
Carolyn W. Maina  
Amanda L. Metzger  
Pamela S. Mitchell  
Tracy B. Moore  
Laura A. Scott  
Abigail R. Thomas  
Misty Whitt  
\* Robin E. Crain  
\* Lynn M. Mercer  
\* Wendy Noel  
\* Tina M. Whittaker  
\* Kalila J. Yancy



Recruiter :Nilsa C. Hartwell  
Donna Bellefontaine  
Bernadene J Bohemier  
Ronette Lounds  
\* Anne M. Long



Recruiter :Debra A. Richmond  
Jill V. Boyer  
Camille R. Harper  
Michelle A. Wood  
\* M L. Diles



## Senior Consultants

Liana P. Bickerstaff  
Karen J. Burshnick  
Susan R. Csencsits  
Elizabeth Funk  
Summer L. Kirby  
Traci A. Laramee  
Jayne B. Lewis  
Aleksandra Londono  
Ronette Lounds  
Kim K. Russell  
Amy L. Sandifer  
Patti A. Selby  
Susan J. Smart  
Amy T. Smith  
Audrey Snellenberger  
Nancy M. Stark  
Bea Stebing  
Anna B. Whittaker

## Team Leaders

Recruiter :Crystal A. Schaefer

Wendy K. Roe  
Heather B. Schaefer  
Katherine A. Thomas  
Chris M. Toenjes  
Carrie Voges



## Star Team Builders

Recruiter :Paige Fleming  
Liana P. Bickerstaff  
Oleanthean D Fleming  
Donna A. Lewis  
Cindy M. Williams  
\* Lynn Ansley  
\* Christy Baggarley



## ARE YOU READY TO MOVE UP??



*\*To become ACTIVE you must place a \$225 wholesale order.*





# Here We Grow Again!

## Welcome New Business Owners!

(These new unit members signed Consultant agreements March 1-31.)

New Consultant  
Amy Deguzman  
JoAn Evans  
Cindy M. Williams

From  
ORLANDO, FL  
FORT PIERCE, FL  
FOUNTAIN INN, SC

Sponsored by  
T. Laramée  
T. Laramée  
P. Fleming



## WELCOME ABOARD!

*"With greater confidence in yourself and your abilities, you will set bigger goals, make bigger plans, and commit yourself to achieving objectives that today you only dream about." ~Brian Tracy: author and speaker*

## Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building

13% Recruiter Commission Level Trina M. Morales	\$450.94
9% Recruiter Commission Level Crystal A. Schaefer Karen Cole	\$41.67 \$366.58
4% Recruiter Commission Level Kim K. Russell Jayne B. Lewis Nilsa C. Hartwell A. Snellenberger Amy T. Smith Traci A. Laramée Nancy M. Stark Paige Fleming Liana P. Bickerstaff	\$43.54 \$32.32 \$27.20 \$23.69 \$15.32 \$12.90 \$12.60 \$12.06 \$11.32



## Team Building Tip of the Month!

### Proven Script for 5 New Recruits:

- ◆ List 30 names of women—Start with customer profiles, etc.
- ◆ 15 will agree to listen.
- ◆ 5 should join!

Use the following script to set up interviews and share the marketing plan!

Hi, this is \_\_\_\_\_ with Mary Kay Cosmetics. Do you have a minute? I'm really excited because I've been challenged to share Mary Kay career information with \_\_\_ sharp women in the next \_\_\_ weeks. I thought of you! I don't know if this is anything that you would ever think about for yourself, but I will give you a \$10 Gift Certificate good for any of our fabulous products. All I need from you is 30 minutes to get your thoughts on the information. We can do it over the phone, or we can meet for coffee. Will you help me meet my challenge? Let's set up a time to get together. I appreciate your time.

## Share the Love!

We love giving women the opportunity to build their dreams, which is why you can start your Mary Kay business for only **\$75 in April!**



**LOVE**

### More to Love!

Are you ready to stretch yourself and help other women realize their potential? When you start your business in April and share the Mary Kay opportunity, **you can offer these same great incentives** to anyone who also may want to start a Mary Kay business in April or May. With new team members, you can start earning commissions and potential team-building bonuses that can help get your new Mary Kay business off to a fabulous start!

Ask me, your Independent Beauty Consultant, **how to get started today!**



When you start your business April 1–30 and place your first product order\* by May 31, 2014, you can **get these exciting incentives:**

**\$1,800+**  
wholesale

TOTAL SUGGESTED  
RETAIL VALUE:  
\$4,072 +

#### GET ALL THIS:



- \$1,800 wholesale product inventory (\$3,800 suggested retail value)
- \$100 credit on your first product order\*\*
- FREE shipping on your first product order†
- Up to \$125 in BizBuilder Bucks credit†
- FREE custom color look†† (\$118 suggested retail value)
- FREE product bonus bundles††† (up to \$642 suggested retail value)

**\$600-\$1,799**  
wholesale

TOTAL SUGGESTED  
RETAIL VALUE:  
\$1,435 +

#### GET ALL THIS:



- \$600 wholesale product inventory (\$1,200 suggested retail value)
- Up to \$35 in BizBuilder Bucks credit†
- FREE shipping on your first product order†
- FREE custom color look†† (\$118 suggested retail value)
- FREE product bonus bundles††† (up to \$223 suggested retail value)

**\$400-\$599**  
wholesale

TOTAL SUGGESTED  
RETAIL VALUE:  
\$800 +

#### GET ALL THIS:



- \$400 wholesale product inventory (\$800 suggested retail value)
- \$10 in BizBuilder Bucks credit†

MARY KAY®

discover what you **LOVE**™

\* Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.

\*\* To qualify for the \$100 credit off your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your first Wholesale Section 1 product order must equal \$1,800 or more (excluding sales tax) and must be received and accepted by the Company by May 31, 2014.

††† To qualify for free shipping on your first product order, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your first Wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014.

† The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 Section 1 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant is still in active status. An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months. The credit will expire upon the expiration of the Independent Beauty Consultant's active status.

†† To qualify for a free custom color look, a minimum wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift.

††† To receive a free product bonus bundle, your Independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your initial Wholesale Section 1 product order must equal \$600 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Refer to the Ready, Set, Sell! brochure for complete details and more information on the free product bonus bundles.

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# Mother's Day!

Mother's Day is May 11th!  
Pamper Mom with this sweet gift -  
**NEW! Limited-Edition Lemon Parfait  
Pedicure Collection.**

#### Includes:

- ◆ Lemon Parfait Foot Gel
- ◆ Pumice Stone
- ◆ Emery Board
- ◆ Toe Separators
- ◆ Lemon Parfait Foot Fizzies in a Gift Bag.





# We Invested in Product in March!

Trina M. Morales	\$1,808.00	Dawn R. Schell	\$288.00	Penny Clark	\$226.50
Traci A. Laramie	\$1,177.50	Selena W. Etheridge	\$288.00	Lisa M. Duncan	\$226.50
Deborah A. Fortney	\$1,088.50	Kathy H. Padgett	\$285.00	Camille R. Harper	\$226.50
Kim K. Russell	\$923.00	LaShay L. Thomas	\$283.00	Amy T. Smith	\$225.00
Misty Whitt	\$608.25	Gina G. Worsham	\$282.00	Stephanie Cano	\$225.00
Crystal A. Schaefer	\$592.25	Erika J. Massie	\$282.00	Janet T. Middendorf	\$217.00
Karen J. Burshnick	\$581.50	Sondra Phillips	\$279.50	Patti A. Selby	\$203.50
Bernadene J Bohemier	\$437.00	Helen A. Holden	\$268.00	Wendy K. Roe	\$186.50
Lisa M. Fournie	\$411.50	Amanda K. Brinkley	\$255.75	Nancy K. Meyer	\$175.50
A. Snellenberger	\$407.50	Joyce P. Landahl	\$246.50	Aleksandra Londono	\$139.00
Ciara Avina	\$348.00	Susan R. Csencsits	\$244.00	Joyce R. Stone	\$111.50
Tracy B. Moore	\$346.00	Ronette Lounds	\$243.00	Summer L. Kirby	\$101.00
Paige Fleming	\$331.00	Susan J. Smart	\$231.75	Amanda L. Metzger	\$71.00
Carolyn W. Maina	\$326.00	Monica A. Wilson	\$231.00	Kathrine T. Armaz	\$50.00
Brandi N. Sansone	\$322.50	Tracy A. Durmick	\$229.00	Chris M. Toenjes	\$30.00
Amy L. Sandifer	\$315.00	Toni M. Carmichael	\$228.00	Katherine A. Thomas	\$19.00
Nilsa C. Hartwell	\$310.50	Pamela S. Mitchell	\$228.00	Karen Cole	\$221.50
Cindy M. Williams	\$301.50	Heather B. Schaefer	\$227.50		

## Shooting for the Courts!

### Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

Consultant	YTD Retail	Bonus & PCP	Total
1 Karen J. Burshnick	\$10,643.00	\$1,003.00	\$11,646.00
2 Trina M. Morales	\$10,121.00	\$423.00	\$10,544.00
3 Amy T. Smith	\$7,617.50	\$705.00	\$8,322.50
4 Crystal A. Schaefer	\$7,446.00	\$563.00	\$8,009.00
5 Wanda J. Gildig	\$6,899.50	\$733.00	\$7,632.50
6 A. Snellenberger	\$5,814.50	\$285.00	\$6,099.50
7 Debra A. Richmond	\$5,331.00	\$645.00	\$5,976.00
8 Joyce R. Stone	\$5,100.00	\$836.00	\$5,936.00
9 Aleksandra Londono	\$5,475.00	\$0.00	\$5,475.00
10 Nilsa C. Hartwell	\$5,026.50	\$119.00	\$5,145.50

### Tops in Team Building

Recruiter	New Team Mbrs	YTD Comm
1 Trina M. Morales	5	\$795.94
2 Crystal I Farrington	1	\$48.34
3 Kim K. Russell	1	\$43.54
4 Amy T. Smith	1	\$37.10
5 A. Snellenberger	1	\$27.42





**Queen's Court of Sales!**  
\$36,000 retail  
July 1, 2013 — June 30, 2014



**Queen's Court of Sharing!**  
24 New Team Members  
July 1, 2013 — June 30, 2014



# Racing to Red!

Build your team and get into **RED** and **BEYOND!**

## Whom to Look For:

- Enthusiastic customers
- Loyal hostesses
- Women looking for extra money
- Women dissatisfied with their current job
- Friendly, well-groomed women
- People with positive attitudes
- People who ask you questions about what you do
- Almost anyone – don't prejudge! Look for people with a *need* – then help fill it



## Questions to Ask in Order to Generate Interest:

- Have you ever thought of running your own business?
- Have you ever considered doing what I do?
- Have you ever thought about where you'd like to be in 5 years? Will what you are doing now help you get there?
- Do you like to work with people? With cosmetics?
- How would you like a business with an unlimited earning and advancement potential?
- Would you like to come as my special guest to a success workshop next Monday night? We need models who would like to try a new glamour look. You'd be great!
- My Sales Director has challenged me to share information about the Mary Kay business opportunity with 3 women this month to practice the way I give information. Would you be willing to give me your feedback on my presentation? It will only take 10 -15 minutes.
- Is it okay if I take a few minutes to give you some information about our business opportunity? You may not be interested, but that's okay, I'd just love your feedback. You've got a lot of the qualities we're looking for. You could be my talent scout.

discover what you  
**LOVE**

# Seminar 2014

## Dallas Bound! Countdown to Seminar!!

**AN INVESTMENT IN YOUR CAREER ...and your Dreams**

*by Dorothy Boyd, National Sales Director*

Sure, Seminar is fun, but it's so much more! It's an exciting learning experience that motivates & teaches you, in just 4 days what could take months or even years to learn on your own. Seminar is an **investment in your career** as a professional Beauty Consultant, yes, an *investment* in your vocation, not a vacation from your business!

Priority registration opens April 7 to consultants who qualified. Register online at [www.marykayintouch.com](http://www.marykayintouch.com) or you can register by mail. Even if you are in doubt as to your attendance, please register anyway to reserve your Arena seat for yourself or someone else in our unit! If you decide not to go, we can transfer your seat to someone who qualifies this quarter. PLEASE DO NOT CANCEL AN ARENA SEAT! We have until the end of June to transfer or cancel your registration. Go ahead & register your spouse, too, if there's even a *remote* chance he might attend.

The general mailing of registration materials will go out to ALL remaining consultants with the May *Applause and begins May 1 online*. Registration fees cover several meals & transportation during the convention. I will be glad to counsel with you on what expenses to expect. It IS affordable! It may sound like a cliché, but it is a fact: **YOU CANNOT AFFORD NOT TO GO!** I *guarantee* you will get MORE than

your money's worth from Seminar, & many expenses are tax-deductible. (discuss with your tax advisor)

*Consultants & Husbands, hear this message from my heart...I could NOT GO to my first Seminar, because it was sold out when I signed up. (There was no overflow seating back then.) I could not AFFORD to go to my second Seminar, but I went anyway because my Director told me to ...on the "budget plan." I drove to Dallas, & charged most of my expenses. I would have never become a Director that year (or perhaps any other) without that Seminar experience. Today I have enjoyed an annual MK income of well over \$100,000 for 10 years, & it's increasing annually!! Don't be short-sighted. It could change YOUR life & financial status, too!!!*

## CAN YOU REALLY AFFORD NOT TO GO?

Our Mary Kay year ends June 30<sup>th</sup>.

**Dare. Be Bold. Stretch. Go for it.**

**Focus. Put your blinders on. Amaze yourself.**

**You can achieve what you believe!!**





# Aim for the Stars!



## Congrats 3rd Quarter \$stars!



Contest Ended March 15th, 2014



Shoot for  
STAR this  
Quarter!!

YOU Can  
Do It!!



ALEKSANDRA LONDONO  
DIAMOND



TRACY MOORE  
SAPPHIRE

## On-Target \$tar Consultants!

March 16 - June 15, 2014






Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—					Pearl \$4,800
		Sapphire \$1,800	Ruby \$2,400	Diamond \$3,000	Emerald \$3,600	STAR	
AMY DEGUZMAN	\$3,796.25	*****	*****	*****	STAR	\$1,003.75	
TRINA MORALES	\$1,643.00	\$157.00	\$757.00	\$1,357.00	\$1,957.00	\$3,157.00	
DEBORAH FORTNEY	\$1,088.50	\$711.50	\$1,311.50	\$1,911.50	\$2,511.50	\$3,711.50	
KIM RUSSELL	\$1,057.50	\$742.50	\$1,342.50	\$1,942.50	\$2,542.50	\$3,742.50	
MISTY WHITT	\$608.25	\$1,191.75	\$1,791.75	\$2,391.75	\$2,991.75	\$4,191.75	



Discover why  
there's so much to  
**LOVE!**  
LEARN MORE AND REGISTER

# I luv my biz!

April 2014! *Together Everyone Achieves More*

300 wholesale +25 items 	 400 wholesale +50 items	600 wholesale +75 items PINK ice earrings fun to wear to Pinkalicious parties 	"get noticed"  800 wholesale+100 items	1000 wholes +120 items GIFT CARD 
1	26	51	76	100
2	27	52	77	101
3	28	53	78	102
4	29	54	79	103
5	30	55	80	104
6	31	56	81	105
7	32	57	82	106
8	33	58	83	107
9	34	59	84	108
10	35	60	85	109
11	36	61	86	110
12	37	62	87	111
13	38	63	88	112
14	39	64	89	113
15	40	65	90	114
16	41	66	91	115
17	42	67	92	116
18	43	68	93	117
19	44	69	94	118
20	45	70	95	119
21	46	71	96	120
22	47	72	97	121
23	48	73	98	122
24	49	74	99	123
25	50	75	100	125



April is "GIVE myself a PROMOTION month"

**RED WHITE AND BLUE CLUB**

30 FACES  
 1000 sales  
 \$600 wholesale  
 10 Sharing apt. with Director



**New Red Jackets or Team Leaders**



\$25 Towards your Red Jacket or  
 \$25 DSW Gift Card  
 Or \$25 Toward your RED ROAD TRIP!

**NEW DIQ MONTH**

**Or successful DIQ month**

10 Active team members  
 \$4,000 combined team wholesale  
 Minimum of 3 "Qualified" New

\$75 towards your Seminar Registration

OR

\$75 towards your Director Suit

OR

\$75

Dinner for 2 at Ruth's Chris Steak House



**Drivin' the Dream**

**ON-TARGET CRUZE**  
 5 active team members and combined team wholesale production \$5000!

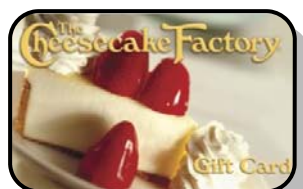
**WIN \$50**

Travel Voucher for Road Trip to ALIA HEAD EVENT



or

\$50 Dinner for 2 at the Cheesecake Factory



\*\*\*ON TARGET CAR AND NEW DIQ = \$125 in Winning prize value\*\*\*

**PINKALICIOUS EVENT SPECIAL**

When you bring 3 guests to our PINKALICIOUS events  
YOU earn a BLUE TOPAZ costume RING

DOOR PRIZES throughout event

Earn 1 ticket for every item of pink you wear to event!



Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Place: \_\_\_\_\_  
Phone: \_\_\_\_\_

**PINKALICIOUS EVENT SPECIAL**

When you bring 3 guests to our PINKALICIOUS events  
YOU earn a BLUE TOPAZ costume RING

DOOR PRIZES throughout event

Earn 1 ticket for every item of pink you wear to event!



Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Place: \_\_\_\_\_  
Phone: \_\_\_\_\_



# PHOTO OPS

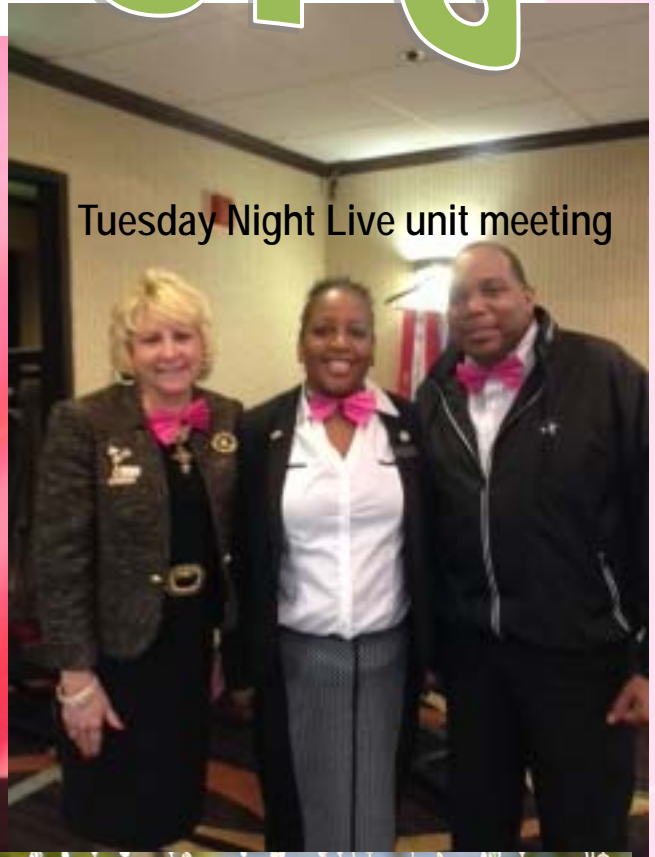
Career Conference in Orlando Florida



I was on stage because of my unit. love ya



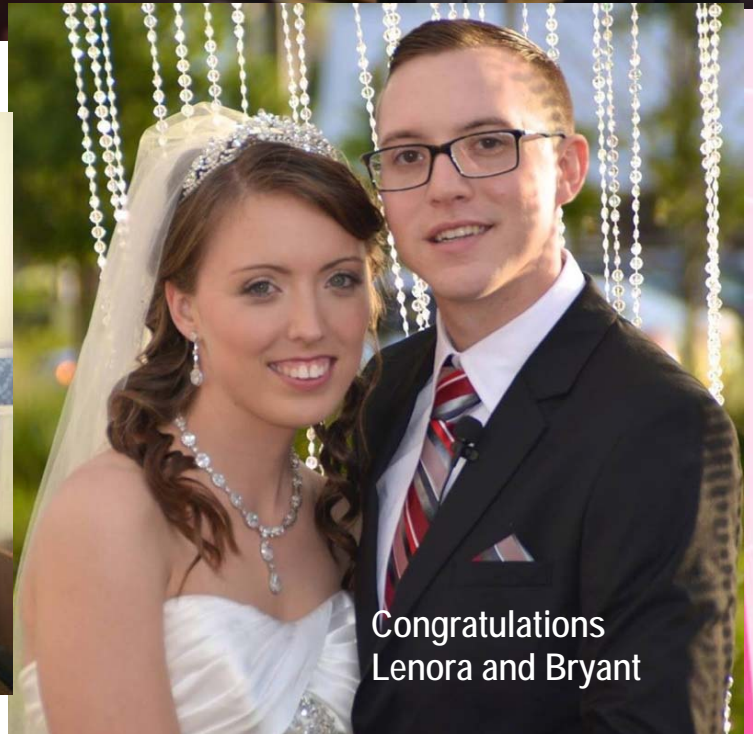
Tuesday Night Live unit meeting



*In Orlando*



Congratulations Lenora and Bryant



# Top 10 Sales Killers

Our expert shares the most common mistakes salespeople make--so you don't get caught making them!

By Tom Hopkins

Any veteran in business can tell you a story about the one that got away. Veterans who are successful in business today learned valuable lessons from those situations and, hopefully, never repeated them. As challenging as the business of selling might be for some, losing sales is unbelievably easy. Learn from the mistakes of others so you won't have many of the sad stories to tell.

**Sales Killer #1:** Lack of professional appearance. If you want people to listen to you and heed your advice regarding your product or service, you have to come across--both in appearance and demeanor--as a professional expert. This means that you're appropriately groomed. You walk with confidence. People will buy from you based more on your conviction and enthusiasm for your product than they will your product knowledge.

**Sales Killer #2:** Talking too much. When you're talking, you're telling. When you ask questions to get clients talking about their needs, you're selling; you're finding out what they want to own. Only then can you guide them to the right product or service.

**Sales Killer #3:** Your vocabulary. Words create pictures in our minds. Certain words that are inherent to selling turn people off. For example, I caution people in business to avoid using the word "contract" when handling the details of a large-ticket sale. We all know that contracts are legally binding documents and require legal efforts to get out of. If appropriate, call your contract an "agreement," "form" or "paperwork." The mental image is less threatening. Think about the words you use and replace any negative word-picture images with gentler, more positive ones.

**Sales Killer #4:** Not investing time in building rapport. Good rapport builds trust. No one will want to make a purchase from someone they don't like and trust. Don't just jump right into a presentation on your product. Get to know your client a bit.

**Sales Killer #5:** Lack of a qualification system. A certain percentage of the people you talk with won't be good candidates for your product or service. If they don't have the need or the money for your product or service, there's no sale. Your challenge is to figure this out as early in your communication with them as possible. Come up with at least three or four questions, the answers to which will tell you if they're qualified to own your offering.

**Sales Killer #6:** Not knowing when to stop presenting and close the sale. Too many salespeople think they have to tell potential clients everything they know about the product. Even after a client has indicated that the product is right for them, the salesperson keeps talking. Doing so could easily turn the client off about working with you and cost you the sale.

**Sales Killer #7:** Ego. Selling is a service business. You must set aside your wants and needs to serve the wants and needs of others. Get the dollar signs out of your eyes when you're with clients. If they suspect you're pushing the sale because of what's in it for you instead of what's in their best interests, they'll find another company to do business with.

**Sales Killer #8:** Not knowing how to close. In many cases, all you have to do is ask a direct question in order to close a sale:

"If I have the red one you mentioned, do you want to take it with you today or shall I ship it to you?"

"Will you be making your purchase today by cash, check or credit card?"

**Sales Killer #9:** Not paying attention to details. If you skim over details or shortcut your presentation because you've done it so many times that you're bored with it, you'll lose sales. Remember: Every presentation is new to your client. So give it with enthusiasm and without shortcuts, unless your client indicates that certain details you would normally cover aren't of interest to them. This carries over to your paperwork and ability to handle a computer (if your orders are entered that way). Any missing information can cause clients to quickly lose faith in their decision and walk away.

**Sales Killer #10:** Poor fulfillment. This ties into paying attention to details. If you or your company don't have the practices and policies in place to properly fulfill the expectations of your clients, you'll find yourself working harder and harder to get new business. Invest some time and effort in laying out procedures that can be standardized and followed by everyone who works with you. Salespeople shouldn't promise anything above or beyond the company standard. Everyone should be expected to meet or exceed it.





# May 2014



*Sun Mon Tue Wed Thu Fri Sat*

"What we think determines what happens to us, so if we want to change our lives, we need to stretch our minds." ~ Wayne Dyer: A self-development author and speaker

1 Seminar 2014 registration begins for all independent sales force members. 2 3

4 5 6 7 8 9 10

Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001  
Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286

11 Mother's Day! 12 Mary Kay's 13 14 15 16 17

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18 19 20 21 22 23 24

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25 26 Memorial Day - All Company & branch offices closed. Postal holiday. 27 28 29 Midnight CST cutoff for Consultants to place phone orders. 30 31 Last working day of the month. Consultants submit online orders until 9 pm CST. Online Agreements accepted until midnight.

Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001  
Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286

## Birthdays

Helen A. Holden	2
Beth A. Kimlick	2
Staci Tebbe	5
Tukeisha D. Hall	9
Cindy M. Williams	10
Christy Baggaley	12
Christine Eberlein	16
Montoria Mitchell	24
Susan J. Smart	25

## Day



## Anniversaries

Debra A. Richmond	23
Jacquie Peticolas	20
Amy L. Sandifer	20
Kimberly Chervinko	16
Lisa M. Fournie	12
Teresa M. Stonelake	9
Christina M. Albers	9
Beth E. Clark	5
Angel Irwin	2
Chelsea A. Dain	2
Katrena B. Flores	1
Tukeisha D. Hall	1

## Years



## Cole's Comets

Karen Cole

Sr. Sales Director  
2027 Knotty Pine Dr  
Abingdon, MD 21009



Phone: 410-459-3766

Email: [kcolemkay@comcast.net](mailto:kcolemkay@comcast.net)

Website: <http://www.colescomets.com/>

## Highlights this Month:

### March Results, April, 2014

- ◆ Quarter 4 Star Consultant Quarterly Contest (March 16 - June 15, 2014)
- ◆ All-Star Consultant Consistency Challenge (through June 15, 2014)
- ◆ Class of 2014 Offspring Challenge (through July 1, 2014)
- ◆ *Share the Love!* Team Building Promotion (April 1-30)



## To the Marvelous...



## Words of Wisdom

Never give up, because you never know if the next try is going to be the one that works. Many times you will be surrounded by adversity, but no matter what, don't give up. Success is just around the corner

for the person who  
refuses to quit.

~Mary Kay Ash



# MARY KAY SEMINAR 2014

MARY KAY®

**PRIORITY REGISTRATION:**  
*April 7 – 30, 2014*

**OPEN REGISTRATION:**  
*May 1 – July 1, 2014*

*Don't delay!! Priority registration sells out quickly!!  
How many Unit members will WE have  
that will catch the dream?!*