

Maria's Miracle Makers

Seminar 2014 Edition
3rd Quarter Results



Maria Edgington

Rock your way to the TOP in 2013

Seminar 2014 Goals

3 New Offspring Units
Half Million \$ Unit

Quarter Goals

3 New Red Jackets
5 Star Consultants
1 New Offspring Sales Director
Earn BMW by June 2013

There are three types of people in this world: those who make things happen, those who watch things happen, and those who wonder what happened. We all have a choice. You can decide which type of person you want to be. I have always chosen to be in the first group.



#1 Sales Director in the Pearl Division, Amy Kemp, Jacqui Burchett & Maria



NSD Julia Mundy, Jacqui Burchett & Maria.

From the Director's Chair

Hello Miracle Makers!!!

We are in the Final Four! That's four months before the end of the Mary Kay year! How are you doing on your yearly goal? Did I hear you say "nobody wants to book" or "no one has any money"? Do you think you've got it hard trying to cultivate new clients? You think it's tough to keep your business going? Think about what Mary Kay must have endured when No One knew anything about her or what an awesome company this was going to be 50 years later. Below are words of wisdom from Mary Kay that will hopefully help you to understand that nothing good comes without a price and you either pay now for success and play later or you can play now and pay later when you find that you are not where you want or need to be financially.

"I was taught to put my best effort into anything I did, and I can honestly say I've always done that. Still there were many times when I failed, many times when I was disappointed. We didn't set the world on fire from the first day; disappointments, setbacks and work have created the company as it is today. I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to an opportunity for women who were willing to pay the price and had the courage to dream."

Remember, it takes faith and belief to have a powerful attitude and be a power player! Here are some things that Mary Kay herself had to say about faith.

1. The only chain and shackles that prevent any of us from realizing our life's dreams are those that we ourselves forge in the fires of doubt. Is there really any reason to chain ourselves to mediocrity? A person is actually a product of her own thoughts. When you take the brakes off your thinking, you can achieve big things.
2. It is far better to dare mighty things, to win glorious triumphs, though often times you are going to experience failure, than to rank with those poor souls who neither enjoy much nor suffer much because they live in the shadow of life that knows neither victory nor defeat.
3. Faith is wanting something with all your heart. Faith is taking a chance on something before you are sure how everything will work out. Almost anything can be accomplished by the person who really wants to succeed. But no woman will ever believe she can move a mountain unless she really wants that mountain to move.

What will your life be? It's your choice!!! Are you going to focus on the things that you think you can't do, while others are doing them, or are you going to take responsibility for your future and do the things that will make your financial dreams come true.

Huge Hugs!

Maria



Here Comes the Sun!

Contact your customers and offer them the products they'll love to get ready for a spectacular spring!



**CC Cream Sunscreen
Broad Spectrum SPF 15**
Comes in 4 shades:
Light, Light to Medium,
Medium to Deep, & Deep.

Bronzing Powder
Comes in 2 shades:
Light-Medium
& Medium-Dark.



Limited Edition Hello Sunshine!

Springy Eye Duo:

Summer Sunset & Stonewashed

Creamy Lip Color:

Carefree Coral & Retro Rose

Lip Gel:

Cherry Twist

Nail Lacquer:

Lemon Parfait & Carefree Coral

Purchase with Purchase:

Hello Sunshine! Collection Wristlet



At Play Baked Eye Trio:

Earth Bound, On the Horizon,
Electric Spring, & Sunset Beach.

At Play Eye Crayon:

Gold Mine, Purple Smoke, Over the
Taupe, & Teal Me More.

At Play Jelly Lip Gloss:

Berry Me, Teddy Bare, Poppy Love,
& Violet Vixen.

At Play Lip Crayon:

Perfect Pink, Toasted, Purple Punch,
& Coral Me Crazy.



Gel Eyeliner in Jet Black
Pencil precise. Liquid intense.
Gel smooth.



Lemon Parfait Pedicure Collection

Includes Icy Foot Gel, foot fizzes, toe
separator, pumice stone & emery board
in a gift bag.

Seminar 2014 Scoreboard

COURT OF SALES TOP 10

| | | |
|----|--------------------|------------|
| 1 | Darcey Smith | \$8,401.00 |
| 2 | Melina G. Clark | \$7,686.50 |
| 3 | Bailey B. Gentry | \$7,448.00 |
| 4 | Jordan N. Bailey | \$5,761.50 |
| 5 | Jacqui D. Burchett | \$4,093.00 |
| 6 | Ann D. Mason | \$3,706.50 |
| 7 | Christina Hall | \$2,665.50 |
| 8 | Kristi L. Raghavan | \$2,307.00 |
| 9 | Tomi L. Crane | \$2,260.00 |
| 10 | Kathleen M. Garcia | \$2,250.00 |



COURT OF SHARING TOP 10

| | | | |
|---|--------------------|---|----------|
| 1 | Melina G. Clark | 2 | \$129.64 |
| 2 | Darcey Smith | 1 | \$73.45 |
| 3 | Melissa L. Hammer | 1 | \$35.01 |
| 4 | Maria S. Edgington | 1 | \$242.09 |



Court of Recruiting is ranked based on commissions earned. However, in order to be recognized you **MUST** reach the minimum of 12 qualified team members for Unit & Area Court or 24 qualified team members for National Court.

\$12,000 RTL *Elite Unit Court*

\$20,000 RTL *Princess Court*

\$36,000 RTL *National Court*

Welcome New Consultants

Consultants who joined us in December, January, & February

New Consultant

Robin Faulkenberry

Dea Newsom

Amy Coddington

From

MARIETTA, OK

PAOLI, OK

CLOVIS, NM

Sponsored by

Darcey Smith

Darcey Smith

Melissa Hammer

Welcome to the fabulous world of Mary Kay Cosmetics! We are proud to have YOU as a part of our TEAM! As your Director, it is my pleasure to welcome you to our unit. I know you will be a great asset to our unit. I must also congratulate you on your decision to become an independent business woman and welcome you as an associate to the company where the highest paid women in the United States work! It is my hope that you will find the realization of your dreams-whether it be money, making new friends, finding new opportunities, or taking challenges and achieving them. I am ready and eager to assist you to make your career both profitable and fun.

Miracle Makers Career Ladder

FOLLOW THE STEPS TO SUCCESS!

1 Senior Consultant

(1-2 active Team Members)
4% Commission

2 Star Recruiter RED JACKET

(3+ active Team Members)
Senior Consultant benefits
plus Red Jacket Rebate
Eligible for \$50 Bonuses

3 Team Leader

(5+ active Team Members)
All the previous benefits
plus 9-13% Commission
Team Leader pin

4 On-Target For Car!

(5+ actives & \$5,000 wholesales growing to 14 actives and \$20,000 in 4 months or less)
Eligible to earn use of Career Car
Or \$375 cash monthly for 2 years
Plus all benefits of previous levels

5 Director in Qualification

-10 active personals building to 24 in 1-4 months
-\$18,000 wholesale with \$1,800 from DIQ
-10 of 24 must have \$600+ during qual.
Production during DIQ counts towards car!
Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

Movin' on UP!

Elite Executive Sales Director 8+ offspring
Executive Sales Director 5-7 offspring
Future Executive Sales Director 3-4 offspring
Senior Sales Director 1-2 offspring



Maria Edgington
Senior Sales Director

OFFSPRING DIRECTORS

First Line Directors



Allison Cheney



Susi Felice

Second Line Directors



Carrie Carlisle



Aubrey Fagar

DIQs

Recruiter :Darcey Smith

Melina G. Clark
Barbara A. Jackson
Jaclyn N. Jackson
Andrea N. Lynn
Ciara D. Milligan
Shelley D. Oden
Amber Reeves
Nedra Smith
Kelly Taylor
Robin Faulkenberry
Dea Newsom
Kelsey R. Patterson



FUTURE DIRECTORS

Recruiter :Brittany A. Leavitt

Kristen A. Barker
Michelle B. Billings
Anne M. Frampton
Elisabeth Murray
Jill Nielson
Kristi L. Raghavan
Tia Stiltner
Barbara K. Worley
* Kristin Denby
* Ashby S. Hatch
* Amber Larsen
* Holly I. Meagher
* JaNae Messick
* Katie M. White



STAR RECRUITERS

Recruiter :Melissa L. Hammer

Beverly J. Burkett
Amy Coddington
Natalie J. Hammer
A. Phillips Inselman
* Terri Prough
* Jill Wray

STAR RECRUITERS

Recruiter :Melina G. Clark

Bailey B. Gentry

Recruiter :Esther E. Fernandez-

Sara N. Tolentino

Recruiter :Reyna Ross

Kathleen M. Garcia

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

Be a Star Consultant!

March 16th - June 15th, 2014

For contest details please see www.marykayintouch.com



Sapphire 1800
sell \$300 retail
per week



Ruby 2400
sell \$400 retail
per week



Diamond 3000
sell \$500 retail
per week



Emerald 3600
sell \$600 retail
per week



Pearl 4800
sell \$800 retail
per week

Created by MKVirtualOffice.com

“Magic Words” to help you Recruit!

- ♥ Are you happy doing what you’re doing . . . Do you want to do it the rest of your life?
- ♥ You are so sharp . . . I would never forgive myself if I passed up the opportunity to give you my business card and tell you about what I do.
- ♥ You might think I’m crazy . . . Have you ever been approached to teach skin care?
- ♥ Mary Kay Cosmetics has asked us to expand in this area . . . We are looking for sharp women to teach skin care and I’d love the chance to tell you about how it works. Have you ever tried our wonderful products?
- ♥ Excuse me, my business is looking for faces like yours . . . I teach skin care for Mary Kay Cosmetics and I’d love to feature your face in my “Before and After portfolio.”
- ♥ I couldn’t help but notice how efficient you are . . . you’d be great doing what I do . . . I teach skin care with Mary Kay Cosmetics and you are **EXACTLY THE KIND OF WOMAN I’M LOOKING FOR!**
- ♥ Would you consider hearing about what I do? I’d love to sit down over a cup of coffee and tell you why I love my business so much.
- ♥ I’ll bet this is not the first time you’ve been approached to become a skin care consultant with Mary Kay Cosmetics is it? You are so attractive (*so sharp . . . or whatever it was that drew your attention to her*)
- ♥ Excuse me, but I’m certain you must be in the glamour business the way you look . . . (*wait for her reply*). If she says “No”, tell her she out to be! Invite her to a model night or feature her in your portfolio. . . . And, in closing your recruits!
- ♥ You’ll never know if you never try.
- ♥ Think how many times in life that we hear people say “*Oh how I wish I had,*” be an “*I’m so glad you did it*”
- ♥ If I taught you everything I knew, do you think you could learn? (*No one likes to admit they’re not trainable*)
- ♥ Look your possible recruit right in the eyes, touch her arm, have a sincere look on your face and say with conviction, “*You’d be great doing what I do . . . I look for people of your caliber every day! I’d love to work with you.*”
- ♥ What do you like about the job you currently do? What would you change? (That’s the key question for the direct approach).
- ♥ If you knew you would not fail, would you try Mary Kay? We’ve never had anyone we couldn’t teach!
- ♥ We don’t want sales people . . . just caring women to teach skin care.
- ♥ Are you ready???? For a new career??!!
- ♥ If something happened to your husband, could you take care of yourself and your family in the style you’re accustomed to?
- ♥ How soon do you want to start making money? How long can you afford NOT to make money?
- ♥ Do you feel like you need a change in your life? I believe Mary Kay comes into our lives when we need it the most.
- ♥ \$100 won’t change your standard of living . . . but it could change your life.
- ♥ When faced with any objections, the “Magic Words” are . . . “That’s exactly why you need Mary Kay”.

Try it on.

“I don’t have any money” *** “That’s exactly why you need Mary Kay!”

“I’m new in the area” *** “That’s exactly why you need Mary Kay!”

“I’m too shy” *** “That’s exactly why you need Mary Kay!”

“I work too much” *** “That’s exactly why you need Mary Kay!”

Call Customers More!

Five Good Reasons to Call Your Customers

1. **Thank you**- for an order, for bringing a problem to your attention, for your suggestion.
2. **After a Preferred Customer Program mailing or after you have sent a brochure or postcard**- make sure they received it; tell them about it if they didn't see it; answer questions.
3. **News**- let them know about new products or services. Offer a first look or opportunity to try the products.
4. **Bargain**- Any special offer deserves a call.
5. **Inactive accounts**- say hello, ask questions, probe problems, invite back into the fold.

Five Essential Elements of Every Dialogue

1. Verify immediately that you're talking to the right person- either by name or by title.
2. Identify yourself
3. Announce that you're a Mary Kay Beauty Consultant, and ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let your prospects know what they gain from what you offer.



Before You Say Goodbye...

When your customer says "yes", your sale isn't complete til you've done these things:

1. **Confirm the order.** After the customer has agreed to buy, be sure to:

*Restate order * check the purchase information *check her address

2. **Ask for and answer any additional questions.**

This helps people feel comfortable about their decisions and makes them less likely to change their minds.

3. **Make sure your farewell is warm and polite**, no matter what happened during your call. Remember, final impressions are usually lasting.

Overstocked? Get on the phone...

Overstocked inventory can be turned into profits. Here's a way that's successfully used by one of the nations largest companies.

First, review your customer files and separate into two groups:

1. Customers who you know use the type of product thats overstocked.
2. Customers who you know use products which are related to your overstocked product. Next, come up with an offer that will be hard to refuse, and make targeted phone to these groups.

- Offer "package" prices for increased quantities.

- Create urgency by setting a cut off date for you offer.

Don't forget to follow up. Some of your customers can't buy right away. Ask if you should call back- say, in a week or a month if the overstock is still available, you'll be surprised at how many say "yes"

More Good Reasons to Call Your Customers.

1. **Limited time offer or event**- get it now before it's too late.
2. **Referral**- always try to find someone to recommend you.
3. **Special Occasion**- get them involved in the excitement.
4. **New idea**- think about ways to serve your customers. They'll reward you with loyal business.

Tips for a Profitable Career

Good customer service is a valuable technique of the top sellers of Mary Kay. They know that making the initial sale is just the beginning- It represents only a small portion of what a customer can contribute to their businesses. Reorders, future bookings, referrals and new recruits all come from good customer service.

The following customer tips by Executive Senior Sales Director Dotti