



# Be Bold & Audacious

*"A bold unit with audacious faith"*

Independent Sales Director Jodi Bond

JULY Newsletter / JUNE Results

## Outstanding Seminar 2013 Unit Awards

### YTD Top 10—Court of Sales



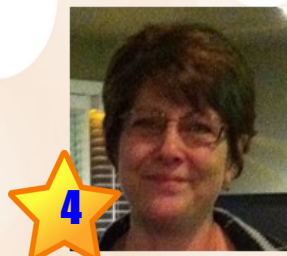
**1**  
Carol G. Neeld  
\$13,268.50



**2**  
Nancy Luis  
\$7,533.50



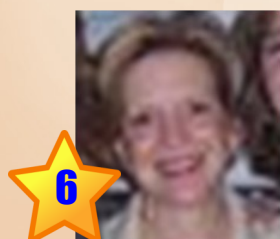
**3**  
Layla S. Mallary  
\$6,654.50



**4**  
Marlene Abkemeier  
\$3,746.50



**5**  
Lisa M. Zang  
\$2,824.50



**6**  
Beth Dickman  
\$2,590.00



**7**  
Sherri Helms  
\$2,110.00



**8**  
Natalie Y. Vitales  
\$2,031.50



**9**  
Susan M. Zereini  
\$1,908.50



**10**  
Alison Sponaas  
\$1,775.00

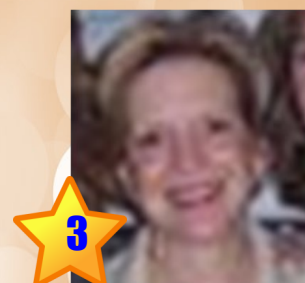
### Top 3—Court of Sharing



**1**  
Carol G. Neeld



**2**  
Nancy Luis



**3**  
Beth Dickman

**PROMO!**

# LEADERS & TEAM BUILDERS

## Star Team Builders Senior Consultants



**Recruiter: Beth Dickman**

Marlene A. Abkemeier  
Cindy Dickman  
Victoria L. Horak



**Recruiter: Carol G. Neeld**

- Layla S. Mallary
- \* Jessica B. Adams
- \* Sandra Arpi
- \* Brenda Bennett
- \* Allison Callas
- \* Carmen Carrier
- \* Cathy Daniel
- \* Barbara Durso
- \* Margaret Evans
- \* Sherri Helms
- \* Jennifer S. Vojtas



**Recruiter: Nancy Luis**

Jesselynn M. Correa  
Susan M. Zereini  
Natalie Y. Vitales



**Lisa M. Zang  
Marlene Abkemeier  
Cintia Quinzani  
Layla S. Mallary  
Natalie Y. Vitales**

## Recruiters Commission

4% Recruiter Commission Level

Beth Dickman \$36.31  
Nancy Luis \$17.10

## June Wholesale

Lisa M. Zang \$1,213.75  
Marlene A. Abkemeier \$ 770.50  
Cintia Quinzani \$ 601.00  
Layla S. Mallary \$ 514.00  
Natalie Y. Vitales \$ 427.50  
Cheryl Steele \$ 311.50  
Morgan D. Bell \$ 250.75  
Alison Sponaas \$ 211.00  
Kim Brougher \$ 200.50  
Victoria L. Horak \$ 137.25

## AUGUST CELEBRATIONS

### HAPPY BIRTHDAY

	<u>Day</u>
Jamie Yakish	5
Tammy Martin	6
Deborah Nelson	8
Lisa M. Zang	8
Kim Brougher	11
Christy M. Albert	15
Linda Barbour	15
Jennifer S. Vojtas	16
Rae Butler	19
Perry Yearwood	23
Angie J. Jennings	26
Tiffany Wiggins	26
Regina Tallent	31

## JUNE QUEENS

### Double QUEEN

### QUEEN OF SALES



**Wholesale and Sharing  
Lisa M. Zang**

**Layla S. Mallary**

## MK ANNIVERSARY

	<u>Years</u>
Jessica N. Johnson	1
Michelle D. Helms	1
Charleen Bridgett	1
Kathleen Thomas	1
Karen Riley	1
Deborah Nelson	1
Brenda Bennett	1
Sandra Arpi	1

## Welcome New Beauty Consultant

<u>NEW CONSULTANT</u>	<u>FROM</u>	<u>SPONSORED BY</u>
Jeannine Green	CUMMING, GA	Lisa M. Zang
Beth E. Hively	CUMMING, GA	Lisa M. Zang
Monica Magerr	COATESVILLE, PA	Jodi Bond

# Fill Your Datebook!

Ideas by ENSD Gloria Mayfield-Banks:

**Step One:** Order TimeWise and TimeWise Repair samplers

**Step Two:** Put 10 sets of each of in your purse each day.

**Step Three:** Talk to at least 10 women each day. say: As you know I am with Mary Kay Cosmetics and we have a fabulous skin care system on the market (put the sample packet in their hands at this point). I need to get the opinion of 50 people this week on this product. All you need to do is take this sample home, try half tonight and the other half in the morning. I'll call you tomorrow and ask you a couple of questions about the product."

Take a notebook with one name, phone number and email address on it, per line. Say "What is your name? What is a number I can reach you at tomorrow? What is a good time to call? Great, I know you're probably a busy person so may I have your email address in case I have trouble getting you at that time? Thank you so much and I can't wait to hear what you think of it."

**Step Four:** Most important step!! Follow up!! Use this script word for word.

"\_\_\_\_\_, this is \_\_\_\_\_ and we met yesterday. Thank you so much for taking part in our marketing survey. I appreciate you taking time out of your busy schedule to try our products and give us an honest opinion of them. I won't keep you but a second. I'd like to ask you some quick questions and I'll fill out the questionnaire for you over the phone."

\*\*\*If she won't schedule a makeover, or class, ask her if she would have four people try TimeWise and take orders at work. Give her the same discount for doing it.

1. Did you find the products enjoyable?  
\_\_\_ YES \_\_\_ NO

2. What brand of skin care do you use daily?

3. Would you rate how your skin felt after you used the Mary Kay TimeWise systems as...  
\_\_\_ soft and smooth \_\_\_ refreshing \_\_\_ no difference

4. How much would you expect a four-month supply of a quality skin care system to cost? \$ \_\_\_\_\_

5. If you knew that the system you tried starts at \$90.00 and comes in a four month supply would this be a system you would like to have at your shelf at home? \_\_\_ YES \_\_\_ NO

6. Great \_\_\_\_\_, I am currently qualifying for \_\_\_\_\_ (Star Consultant Status, Car, Directorship) and I need to do makeovers on ten people this week. I'd love for you to be one of my ten and since you so generously participated in my survey, you would receive your new skin care system at \$ \_\_\_\_\_ off. It would take 20-30 minutes of your time and you'll get an updated makeover with the latest colors.

What would work better for you, during lunch or after work? (book the appointment)

7. By the way, \_\_\_\_\_ because I need to do ten faces, if you have a couple friends to join us, you may choose a FREE lipstick. Does that sound like something you could do? May I put you on my mailing list for monthly and quarterly specials and new product brochures?

Of course, have each person fill out a marketing survey at the appointment, if they book, when you drop off TimeWise, or if they're going to do outside orders at work. Or, over the phone immediately if they're not going to do any of the above.

They KEY is to knowing what to say next, if there is a "no to an appointment", then ask for outside orders, if "no", ask to be a model, if "no" ask her to fill out a marketing survey right now. After two attempts at calling her, send her an e-mail. If she still doesn't respond, throw her number away and move on! Don't start a "collection".

You should never have more than 30 names in your stack at a time. 20 from the first two days and 10 from the current day.

**Numbers are the KEY....Work them and you will be richly rewarded!**



# Go for the Gold!

Celebrating 50 Years of Rich Rewards  
Star Consultant Program June 16 – Sept. 15, 2013

**As a Star Consultant**, you get to choose prizes for yourself – or your family. From totally indulgent to really practical, you can earn fabulous rewards just for working your business!

Current Whlse  
Prod for Star

-- Wholesale Production Needed --

Qualified  
Team  
Members

Quarterly  
Contest  
Prize Total

Consultant Name		Sapphire	Ruby	Diamond	Emerald	Pearl		
MARLENE ABKEMEIER	\$761.50	\$1,038.50	\$1,638.50	\$2,238.50	\$2,838.50	\$4,038.50	0	\$0.00
CINTIA QUINZANI	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00	0	\$0.00
JODI BOND	\$599.75	\$1,200.25	\$1,800.25	\$2,400.25	\$3,000.25	\$4,200.25	0	\$0.00
LAYLA MALLARY	\$514.00	\$1,286.00	\$1,886.00	\$2,486.00	\$3,086.00	\$4,286.00	0	\$0.00
NATALIE VITALES	\$427.50	\$1,372.50	\$1,972.50	\$2,572.50	\$3,172.50	\$4,372.50	0	\$0.00



## Quarter 1 Sapphire Star Prize!

Choose the Custom **Mary Kay-Opoly** Board Game as your Sapphire Star Prize (\$1,800 wholesale) *This will be highly collectable!*

Are you game for a little **Mary Kay-Opoly**? Everyone wins! Designed exclusively to commemorate Mary Kay's 50th Anniversary, this tabletop game features a customized board and personalized pieces that are unique, fun and totally Mary Kay! It's a collector's item that's sure to be one of your all-time favorites for many years to come.

### 7 WAYS TO GET A \$200 ORDER TOGETHER by Julie Potts

Trying to think of some way to get your wholesale in toward your Star?  
Or maybe you have a new team member that would like some quick ideas.  
Try some of these suggestions.

**Offer 2 friends to get \$150 for only \$100!!**

And when you place the \$200 wholesale order? You'll get an additional \$100 FREE for YOU!! Or you can offer 4 friends \$70 for \$50.

**Ask 5 women to order a min of \$50 and one will get her order FREE..**

**Hold a drawing.** Place the \$200 wholesale and you'll get \$150 for YOU.

**Have a WEB class.** If you don't have the website then send them to [www.marykay.com](http://www.marykay.com) to browse around but then email you with their order!

**Demo the Satin Hands** until you sell 8 sets @ \$30...that's a \$240 wholesale and the remaining \$40 is YOURS!

**Go into my website** and just shop around until you have reached the \$400 retail and then I'll place the order for you in your name and you'll only pay \$200 for it!

**Consider upcoming Birthdays, Anniversaries** and even do some early Christmas shopping! \$200 adds up quickly!!

**Or just stock up on your essentials.** \$400 retail = 2 Miracle Sets + a Color 101 for a new summer look + 2 Satin Hands and TW Body Lotion.



**It's a New Seminar Year!!**  
**Set your Goals Now for an exciting start!**  
Thanks to Senior Sales Director Nancy Cetrone for sharing!

It's a new year and the official beginning of Seminar 2014. What are your goals?

Do you have a plan of action?

You have 12 months to make your Seminar 2014 dream come true.  
Here are some goal-setting tips to help you focus on the tasks ahead.

**21 Steps to help you accomplish your goal for Seminar Year 2013-2014:**

1. Envision a clear picture of what you desire. Claim that as your goal.
2. State your goal, telling people who will support and encourage you.
3. Hang a goal poster and place motivating pictures in your surroundings.
4. Devise a course of action to accomplish your goal.
5. Become confident in reaching your goal.
6. Set and recognize deadlines, knowing exactly when programs and contests end.
7. Listen and read motivational material daily.
8. Develop a consuming and burning desire to reach your goal.
9. Seek and offer a cooperative spirit. Learn from those who can help and advise you.
10. Track your work regularly using Weekly Summary Sheets, Weekly Accomplishment Sheets and To-Do lists.
11. Work consistently as if you have blinders on, never drifting from your plan.
12. Read your affirmations out loud daily.
13. Control your emotions. Do not fret, worry, complain or talk negatively, preventing anyone or anything from stealing your dream.
14. Balance your life with Mary Kay's priorities of God first, family second and career third.
15. Allow yourself 10 minutes for a "pity party." Vent if you must, then redirect your efforts and begin again.
16. Develop the courage and belief to keep going. Focus on efforts, not results.
17. Put forth a sharp, polished, professional image by eating healthy, exercising and getting adequate sleep.
18. Focus on giving, not getting.
19. Love others with appreciation, encouragement and guidance through your actions, speech and thoughts.
20. Pray for wisdom, guidance and trust.
21. Put on a happy face each day, creating time for laughter. Be happy!



My Mary Kay

# Goals

for 2013 - 2014



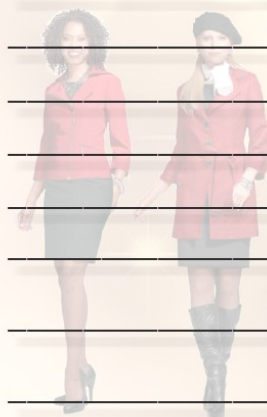
Go for the

# Gold!

Celebrating 50 Years

July 1, 2013 - June 30, 2014

## I will be a...



- \_\_\_\_\_ By August 1st
- \_\_\_\_\_ By September 1st
- \_\_\_\_\_ By October 1st
- \_\_\_\_\_ By November 1st
- \_\_\_\_\_ By December 1st
- \_\_\_\_\_ By January 1st  
Leadership Conference 2014
- \_\_\_\_\_ By March 1st  
Career Conference 2014
- \_\_\_\_\_ By July 1st  
Seminar 2014

## Career Level

- Senior Consultant
- Star Team Builder
- Team Leader
- Future Sales Director
- Director In Qualification
- Sales Director
- Grand Achiever



\*Team members are Active in the month a \$200 + wholesale order goes in and the 2 months following that order.

## Active Team Members

- 1 - 2
- 3 - 4
- 5 - 7
- 8 +
- 10 + by 1st of month & Star Build to 24 unit members in 1 - 4 months w/\$18,000
- 14 + Active team members \$20,000 team production in 1 - 4 months

## Other Goals:

Number of Monthly Selling Appointments: \_\_\_\_\_

Monthly Retail Goal: \_\_\_\_\_

Monthly Wholesale Goal: \_\_\_\_\_

Quarterly Wholesale Goals:

- Jun. 16 - Sep. 15 **Sapphire - 1,800**
- Sep. 16 - Dec. 15 **Ruby - 2,400**
- Dec. 16 - Mar. 15 **Diamond - 3,000**
- Mar. 16 - Jun. 15 **Emerald - 3,600**
- Pearl - 4,800**

Monthly Team Building Appointments: \_\_\_\_\_

Number of New Team Members per month: \_\_\_\_\_

Medaling Goal: (Gold =5, Silver=4, Bronze=3) \_\_\_\_\_

PCP Customers Enrolled Each Quarter: \_\_\_\_\_



## Lets Break It Down!

### Sapphire Star Consultant

\$600 wholesale each month  
\$150 wholesale each week  
So Sell \$300 per week

### Ruby Star Consultant

\$800 wholesale each month  
\$200 wholesale each week  
So Sell \$400 per week

### Diamond Star Consultant

\$1,000 wholesale each month  
\$250 wholesale each week  
So Sell \$500 per week

### Emerald Star Consultant

\$1,200 wholesale each month  
\$300 wholesale each week  
So Sell \$600 per week

### Pearl Star Consultant

\$1,600 wholesale each month  
\$400 wholesale each week  
So Sell \$800 per week

### Queens Court of Sales

\$36,000 Retail in 12 months  
\$3,000 retail sold each month  
\$750 retail sold each week  
\$107 retail sold a day

### Queens Court of Sharing

24 Seminar Qualified\* Recruits  
2 New Qualified Team Members a Month

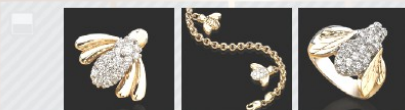
## Queen's Court of Sales

\$36,000 Retail production from  
July 1, 2013 - June 30, 2014



## Queen's Court of Sharing

At least 24 new qualified\*  
personal team members  
July 1, 2013 - June 30, 2014



\* A qualified new personal team member is one whose Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders are received and accepted by the Company during the contest period. This means that if they order \$200 in 3 different months they are qualified!

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**Jodi Bond**  
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**One Woman Can....One Woman DID**

**One woman can be powerful.**

**One woman can make a difference in someone's life.**

**One woman can do amazing things to transform the lives of many.**

**One woman can create a ripple effect that carries far beyond that one act.**

**One woman can be THE ONE. That woman is YOU!**

**STAY CONNECTED TO YOUR CUSTOMERS**

**The Preferred Customer Program**

*The Look*

Mary Kay celebrates 50 years of beauty inside the latest issue of *The Look*. It's the first step to scope out the hottest beauty products, discover tips to create runway-worthy looks and more. Plus,

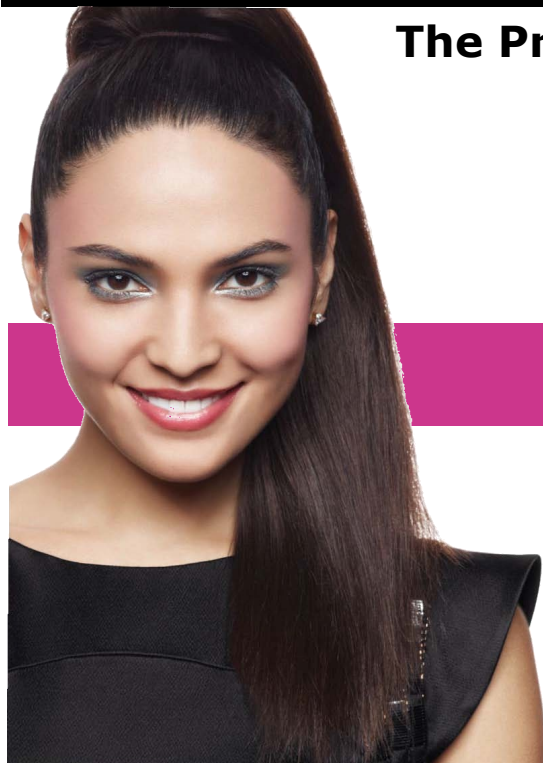


**Look Enrollment dates: June 16 - July 15, 2013**

Month 2 Mailer

The latest Month 2 Mailer features a winter wonderland of holiday gift sets and stocking stuffers. Every gift idea shown will be perfect for your customers to gift wrap and share this holiday season. Mary Kay can be their one-stop shop for everything they need this holiday season.

**Enroll June 16—Aug. 15, 2013** and follow up with your customers after the mail date so you can fulfill all their holiday gift needs. **Mails September 15, 2013 | Only 45¢ per name**



Enroll customers to receive *The Look* through the Preferred Customer Program<sup>SM</sup>, and they'll receive a sampler of two mini *TimeWise Repair* products in their Look Book: *Volu-Firm Lifting Serum* and *Eye Renewal Cream* samples. Your customers can recapture youthful volume, reduce the look of deep lines and wrinkles