

Marfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield



CASANDRA

WEBB

CONGRATULATIONS BRAND NEW SALES DIRECTOR! CASANDRA WEBB

Casandra and her Senior Director, Dana Gattis will each receive a fabulous Badgley Mischka handbag and Class of 2014 Ring!

PLUS...Casandra will receive FREE Registration to Seminar 2014 where she will be awarded with a name badge ribbon and standing recognition. PLUS, PLUS...a special invitation to the Ice Cream Social where Casandra will pick up her gorgeous royal blue Crystal-studded bracelets

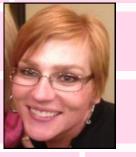
DIQs-Directors-In-Qualification



Jamie Boylan Jodi Bland



Emily Kohler Laura Poling



Stephanie Lelo Lisa Woodke



Teresa Lennon Penny Jackson



Results as of Jan. 2014

Cindy Watkins Brandy Nusbaum



Future Directors

Consultant Director Unit

8 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



Nancy Bigley Jennifer Converse



Karen Evans Renee Brooks



Julie Gerdeman Laura Poling



Randi Ginder Cheryl Warfield



Cheri Howard Linda Rowsey



Lisa Lute Joyce Bruder



Victoria Peasley Penny Jackson



Marie Quick Cheryl Warfield



Linda Stawski Joyce Bruder



6 Ways to Win ENSD Cheryl Warfield at your New Director Debut!

- 1. Have 3 Red Jackets at the end of DIQ.
- 2. Have 50 Unit Members at the end of DIQ
- 3.Earn your Premiere Club Car during DIQ.
- 4.Be On-Target Cadillac during DIQ.
- 5.Be the first Warfield Director in your state.

6.Be a 'One Month Normal'! (Finish DIQ in 1 month.)

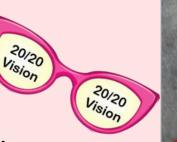
Power Glass News >>>

Through the **Power Class program**, you can learn about timely topics through live chats with esteemed faculty as well as feeds on "Let's Talk," plus exclusive videos specifically for Power Class participants.

Previous Power Classes are also available on demand 24/7 on www.marykayintouch.com under the Education tab / Consultant Education



February 2014—Guest Speaker Senior National Sales Director, Alicia Lindley-Adkins speaks about "First Things First"



Building Wall to Wall Leaders in 2014

Are you READY to build YOUR future?

The Rewards Are Crystal Clear!

Becoming a Wall to Wall Leader just got bling-ier! Debut as an Independent Sales Director between Aug. 1, 2013 and July 1, 2014 and build your future!!



Runway Ready. The 2014-2015 apparel collection is edgy, electrifying, business savvy and ohhhh-so chic!

Class of 2014 Rewards

A beautiful *Class Ring*, a stunning *Badgley Mischka Handbag*, and *Free Registration to Seminar 2014* (debuts between Feb 1 and July 1, 2014) are yours when you debut as a New Independent Sales Director.

Your Name on the Wall

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

Wrap up Directorship in 2014

Independent Sales Directors who achieve the Building Wall to Wall Leaders Challenge will receive an *invitation to the ice cream social* at the Prize Party at Seminar 2014 where they will pick up their gorgeous royal blue *Crystal-studded bracelets*



Your Name

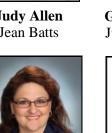
Team Leaders

Consultant Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



Judy Allen Jean Batts



Gabriella D'Elia Penny Jackson



Tami Klingenberg Rhonda Valley



Amy Postma Epsie Elmer



Anne Spry Jenan Wood



Gina Barfield Julie Draulans



Barbara Bloom Penny Jackson



Jeanne Bordelon Penny Jackson



Linda Burtzner Cheryl Warfield



Barbara Crosley Shannon Kadlec



Ruth Kato Rhonda Valley



Linda Rowsey



Nora Fowles Renee Brooks



M. Kathryn Harris Lana Gaydon



Rhonda Jenkins Joyce Bruder



Nadine Marino



Elizabeth Sevier Penny Jackson



Stephanie Vanasco Penny Jackson



Lynnette Perez Snowe Saxman



Valerie Simpson Debra Bishop



Barbara Vaughn Lillian Yocum





Darcy Richardson Epsie Elmer



Teresa Taylor Kathy McGinnis



Tretta McNeill

Dana Rollins Debra Bishop



Joanne Tysor Lana Gaydon



Janet Sairs Joyce Bruder

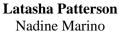


Darlene Underwood

Jenan Wood













WARFIELD AREA Color & Size based on availability

New Director & Sr. Director CONTEST





Golden Fox

Black Feather Fox

Become a New Director Debut by June 30th AND Complete On The Move By September 30th

& You will WIN your Choice of one of these Fabulous Faux Fur Shrugs!

Current New Directors who complete their New Director Challenge & their Senior Director can win too!

Elizabeth Webb—Honors Society WINNER! Barbara Drabek—On The Move WINNER! Meme Johnson—On The Move by 2/28 Heather Dawson—Fabulous 50s by 3/31 Jennifer Converse—Honors Society by 4/30



Ebony Fox - Teal Fox

Magenta Fox

Both the New Director & Senior Director WIN your choice from Cheryl! Sizes XS-XL



Tipped Fox

Star Team Builder

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



Susan Blake Denise Crosby



Heather Cearbaugh Brandy Nusbaum



Epsie Elmer



Valerie Corder Myra Leslie-Johnson



Traci Bowers Laura Poling



Betty Brooks Lana Gaydon



Epsie Elmer



Consultant Director Unit

Sue Campana Jennifer Converse



Shawnta Fleming Denise Crosby



Cleyone Fowler Jenan Wood



Sherri Dickens Jenan Wood



Chellie Dietsch Jodi Bland



Jennifer Edmond Myra Leslie-Johnson





Tiffany Frisch Shannon Kadlec



Tabatha Gaskill Laura Poling



Nancy Gettinger Jenan Wood





June Grundy Nadine Marino



Karen Hillstead Penny Jackson



Diana Kessler Wendy Johnsen



Angela Little Elizabeth Webb



Elena Knollinger Debra Bishop



Lee Anne Loek Joyce Bruder



Angie Kuhn Renee Brooks



Francine McLoughlin Margaret Quilty



Reba Lav Linda Rowsey



Theresa Moore Irish Dickerson



Marcia LeBlanc Geralene Champion



Jessica Olds Brandy Nusbaum



Eleanor Leech Jenan Wood



Tina Parker Wendy Johnsen











Star Team Builder continued

Consultant **Director Unit**

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



Jaci Prance Denise Crosby



Kristine Pruitt Laura Poling



Regina Raney Denise Crosby



Hannah Rardain Snowe Saxman



Irish Dickerson



Barbara Ribelin Jennifer Riegelsberger Jenan Wood



Kat Roedell Linda Horne



Mary Sanderson Laura Poling



Kelley Sillaway Epsie Elmer



Helen Simmons Lana Gaydon



Linda Spodick Linda Rowsey



Nancy Strand Denise Crosby



Sarah **Stuckey-Diaw** Jodi Bland



Barbara Tsagaris Penny Jackson



Cheryl Sturmer Tonya Sorrell



Christine Tarchala Denise Crosby



Lisa Taylor **Denise** Crosby



Judy Thomas Jenan Wood



Betty Thompson Lana Gaydon



Penelope Wesselhoff Lillian Yocum



Eddie Wiggs Debra Bishop



Katie Van Hammen Wendy Johnsen

Erin Vance Brown Melissa Smyre



Nancy Walker Penny Jackson



Nicole Wellington Jenan Wood



Selling Yourself: A Professional Image

Sales Director Joyce Banks used to teach us that if you were in a restaurant and a stranger came in, they should be able to look over the crowd and KNOW who was the MK Consultant when they walked in the building. If you want success, you have to be SHARP.







CAREER CONFERENCE|14



Career Conference Dates: Week 1: March 21-22 and March 23-24, 2014 Week 2: March 28-29 and March 30-31, 2014

Career Conference 2014 will be here before you know it and now is the time to start focusing on moving up the career ladder. Plus, when you do, there is recognition in store for you at Career Conference 2014!

Cheryl is a Host NSD at Mobile, AL March 21-22, and a Guest NSD at Indianapolis, IN March 28-29

FRONT ROW SEAT CONTEST!! Mobile & Indianapolis CC Since Cheryl is a Host NSD at Mobile & Guest NSD at Indianapolis, she has been given 14 seats, so we will be running a contest *from Jan 1—Feb 28, 2014* for Warfield Family Consultants & Directors to earn these seats!

The Top 14 in personal wholesale (amount of Section 1 product ordered from the company) combined with their new recruit's (Jan & Feb) personal wholesale, will determine who sits in these amazing seats. Good luck ladies!

We have 147 Warfield Area Directors and Consultants Already Registered in 14 States!!!!!

Colleen O'Neill Makenzie Dickerhoof Melisa Fahey Lucille Reeves **Cindy Mills** Michelle Haws Emilv Worsham Angela Little Jessica Olds Marie Thompson Jessica Lennon **Betty Pasqualino** Amv Cox Christine Walsh Sue Campana Stephanie Lelo Rebecca McDougal **Rachel Schneider Deborah Trent** Myra Leslie-Johnson **Kimberly Gauldin** Francine McLoughlin Shirley Talley Sharon Hawkins **Diane Darling** Susan Beatty Luann Hill Jaci Prance Wendy DeMark Amelia Belden Rosalynn Alexander

Jazmin Shelton Barbara Norris Tonya Palmer Rachael Potter Debi Clulow Rebecca Kaiser Amanda D'Onofrio Mary Weaver Jovita Johnson Trishelle Smith Suzette Clifton Kat Roedell Suzanne Kelliher Shaun Collins Joereka McCrea Juneau Colleur Sarah Cerilli Sara Hable **Debby Bassell Cindy Watkins** Christa Manz Julian Hamilton Forbes Essence Nesbit Cynthia Simmons Karen Gehringer Rebecca Saenz Virginia Donaldson Silvia Dietz Stevie Norris Micki-Jo Morrill Lisa Taylor

Joanne Schulte Deidrah Prior Angelica White Heather Dawson Katherine Mitchell Virginia Warren Vanessa Hatcherian Rebekah Thacker Lynn Smith Sandra Hankins Kendra Leslie Lisa Woodke Cherlvn Anderson Joyce Bruder Linda Rowsey Denise Crosby Geralene Champion Irish Dickerson Barb Drabek Julie Draulans Toni Diaco Stacey Price Epsie Elmer Chellie Dietsch Gina Barfield Lana Gaydon Debra Bishop Betty Brooks Sally Gandiaga Linda Horne Linda Hayes

Lisa Kerkhof Shannon Kadlec **Diane Kessler** Penny Jackson Christina Lofthus Tretta McNeill Barbara Miner Kathy McGinnis Susan Miller Nadine Marino Teresa Lennon Donna Dovle Diane Munao Connie Naiman Pamela Moulton Latanva Hairiston Jennifer Converse Melissa Cox Stephanie Mitas Theresa Potter Joanne Tysor Margaret Quilty Elizabeth Webb Lorna Quinn Rhonda Vallev Kim Ransom Norma Reeser **Tonya Sorrell** Valerie Simpson Casandra Webb Laura Poling

Misty Stroh Leah Gibson Kelley Sillaway **Brandy Nusbaum** Clarissa Rossin Katie Van Hammen Geri Reed-Spangler Elizabeth Shafer Dana Gattis Michelle Webster Nicole Wellington Vicki Schwarz Lillian Yocum **Cheryl Barnett** Carolyn Potoczek Carrie Lero Jodi Bland Janet Youtzy Gretchen Saunders Snowe Saxman **Cheryl Warfield**

There is still time for YOU to register and join us for the exciting event!

> Registration deadline is Feb 28, 2014

CAREER CONFERENCE|14



Career Conference Special Luncheon WINNERS (to date)

• Independent Beauty Consultants who from Dec. 1, 2013, through Feb. 28, 2014, *add two qualified* new personal team members* will be invited to this special luncheon held in their honor.

• Qualified* new Independent Beauty Consultants who **add one new qualified* team member** from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to **att**end the luncheon.



Stephanie Lelo Lisa Woodke

Jessica Lennon

Penny Jackson



Keisha Ware Melissa Smyre

Teresa Lennon

Penny Jackson



Sharon Hawkins Laura Poling

Leslie Little

Denise Crosby



Barbara Young Christina Loftus



Lisa Taylor Denise Crosby

Additional Recognition at Career Conference!

Celebrating the First Year in My Mary Kay Business Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements from March 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.

I'm a Star! Independent Beauty Consultants who achieve Star Consultant status from Dec. 16, 2013, to Feb. 28, 2014, will receive a name badge ribbon.

On-Target All-Star Consistency Challenge Independent Beauty Consultants and Independent Sales Directors who achieve three quarters of consistent Star Consultant status from June 16, 2013, through Feb. 28, 2014, will receive a name badge ribbon and standing recognition.

On-Target Seminar 2014 Courts & Double Star Achievement

Independent Beauty Consultants who achieve at least one of the following:

• At least \$24,000 in estimated personal retail production from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition.

• At least 16 new personal team members from July 1, 2013, through Feb. 28, 2014, will receive a name badge ribbon and onstage recognition. *New team members need not be qualified at this time.*

Lets get excited!







Movin' on Up Challenge!

Independent Beauty Consultants who from Nov. 30, 2013— Feb. 28, 2014, achieve and maintain a new step on the career path of *Star Team Builder, Team Leader, Future Sales Director or Director-in-Qualification* will receive a name badge ribbon and onstage recognition.































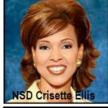








SNSD Evelinda Diaz









For Consultants & Directors Contest dates to earn Gold Medals:

D.

Approx.

THREE INNER CIRCLE NATIONAL SALES DIRECTORS

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<u> January 2014 - June 2014</u>

- Be a Gold Medal Winner and you get to join us on the Mary Kay GOLD MEDAL cruise!
- Get 2 Gold Medals and you can bring your family & spouse/spice!
- Get 3 Gold Medals and you can join the NSDs for a special luncheon on the cruise!
- Get 4 Gold Medals and you get to have a special dinner at the Captain's Table!





ENSD Sonia Paez

September 5-8, 2014 Prices of Cruise & Details are on back of flier





Kittson

Don't forget-you will need your Passport!

There are 61 shore excursions to choose from in Nassau, CocoCay (Royal Caribbean's private island) and Port Canav-



eral. Please remember you have up to 4 days prior to your sail date to purchase your Royal Caribbean International **Shore Excursions** online. If you are within the 4 days, you will then need to purchase your Shore Excursions on board; land excursions would need to be purchased directly through your tour director on the land portion of your Cruise Tour. Also, be sure to sign up for the **Crown & Anchor Society** through their website. Membership entitles you to many exclusive benefits - from special savings on cruise vacations to exciting onboard offers on spa services, casino visits, and much more. Our members get extra amenities, cruise planning benefits and onboard events. Plus, the more you cruise, the more benefits you'll receive.

September 5-8, 2014 From Port Canaveral, FL to Nassau & Cococay, Bahamas! 4 Days—3 Nights Consultants & Directors may attend with a Personal Gold Medal Jan—June 2014

Room <u>Category</u> (based on double occu- pancy)	Group Fare (per person- includes Taxes & Port Fees)	<u>Gratuities</u>	Insurance (optional)	<u>Total</u> per person
Junior Suite	\$622.63	\$36	\$59	\$717.63
OV Balcony (D2)	\$452.63	\$36	\$29	\$517.63
Ocean View (H)	\$382.63	\$36	\$29	\$447.63
Interior	\$372.63	\$36	\$29	\$437.63





Register for the Gold Medal Cruise through:

Gloucester Travel & Cruise Bob Booth is our Travel Agent

856-742-8010

www.gloucestertravel.com/groups

Look for Mary Kay-Gold Medal Cruise



Among some of the standout innovations brought on board are an expanded pool deck that juts out over the ocean, 151 additional staterooms, four bungee trampolines, two suspension bridges topped by awe-inspiring arches, and an incredible interactive Splash Deck for kids. Ship updated in 2005

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ARE WILL	Y PLAN/ IPA	SCHEDULE
	WEK OF:	ARE WILLIN

PA (INCOME PRODUCING ACTIVITIES) = 4 HOURS/DAY (5 DAYS/WEEK) E 30 MINUTES TO HOUR TIME SLOTS THAT WORK FOR YOU & FILL IN WHAT YOU ING TO DO FOR YOUR BUSINESS & CAN COMMIT TO FOR THE WEEK:

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:00AM							
6:00AM							
7:00AM							
8:00AM							
9:00AM					~		
10:00AM							
11:00AM							
12:00PM							
1:00PM							
2:00PM							
3:00PM							
4:00PM							
5:00PM							
6:00PM							
7:00PM							
8:00PM							
YOUR RESULTS ENTER NUMBERS	BOOKINGS COACHED APPTS. SALES (NEW & RECORDER) \$ SHARING APPTS.	BOOKINGS COACHED APPTS. SALES (NEW & REVOURS) SHARING APPTS.	BOOKINGS COACHED APPTS. SALES INEW & A REVIDED SHARING APPTS.	BOOKINGS COACHED APPTS. SALES (NEW & REORDER) SHARING APPTS.	BOOKINGS COACHED APPTS. SALES (New & recoder) SHARING APPTS.	BOOKINGS COACHED APPTS. SALES (NEW & RECORDEN) \$ SHARING APPTS.	BOOKINGS COACHED APPTS. SALES (NEW & REGREER) SALES (NEW & REGREER) SHARING APPTS.
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MY WEEK INCLUDES: COLOR IN YOUR WEEKLY PLAN SHEET WITH THE COORDINATING COLORS TO PLAN YOUR WEEK! COLORS TO PLAN YOUR WEEK! BLUE: QUIET/FATH/EXERCISE TIME YELLOW: FAMILY TIME YELLOW: FAMILY TIME GREY: OTHER JOB GREY: OTHER JOB GREY: OTHER JOB GREEN: COACHING GREEN: COACHING (HOSTESS/GUESTS/UPCOMING APPTS) GREEN: CUSTOMER SERVICE CALLS/SALES/REORDERS GREEN: SHARING APPOINTMENTS	PINK: SUCCESS MEETING (LOCAL MEETING OR VIA 00V00) WEEKLY SALES: SALES GOAL: \$ TOTAL SALES: \$ MY STAR:	ORDERS PLACED THIS WEEK: CRDERS PLACED THIS WEEK: DATE PLACED: MHOLESALE ORDER DATE PLACED: STAR TOTAL TO DATE: \$	TEAM BUILDING: SHARING APPTS. HELD: NEW TEAM MEMBERS: # BOOKINGS SCHEDULED FOR NEVT WEEK
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To Recruit 5 this Month and Earn a <u>GOLD MEDAL</u>, Do ALL These Things ALL Month Long

1. Commit, verbally and on paper:

- To your unit.... Announce to your friends & team members that you will earn a Gold Medal this month. Does anyone want to run with you?
- To your Family.....Tell your family you are working very focused on a goal and are counting on their support and help by telling you often, "YOU CAN DO IT!"

Write memos all over your house and in your car: "Gold medal in March!" "5 recruits in March!"

2. Know why you are doing

it. How will it benefit your business, your confidence, your progress? Where are you going?



Earn A GOLD MEDAL

Business Tips and Recruiting IPA's By: SNSD Jeanne Rowland

3. The best prospects are those whom you have facialed.

• Every day, book at least 2 new sharp women. "My National or Director is challenging me to facial 10 sharp women this month, and you are perfect! I would love to offer you a complimentary facial; would you like that?" Say this until you have recruited 5!

 Before you start her facial, tell her that she is so sharp, you would love to work with her.
 "Watch what I do, and see if you might enjoy having your own business." Interview and sign her right at the facial.

5. Work with numbers.

- Interview 20 to sign 5. Your expertise grows with your experience.
- Bring guests to everything. Ask 10 to bring 1. Four will say yes, and by 5 PM of the day, you will be down to 1. (Normal stuff!) Pick her up!

6. Have a long prospect list. Add to it. Work on many at once. Star every recruit 'til you get to 5.

7. Have a sense of urgency. What's in it for her to come in now? Figure 3 reasons for each prospect and tell her.

- Most possible recruits want to be convinced. They are afraid and want you to tell them it will be OK to spend \$100 to try something new and different.
- Do not take NO personally. Go on with a smile and a sense of destiny. THIS WILL GET DONE!

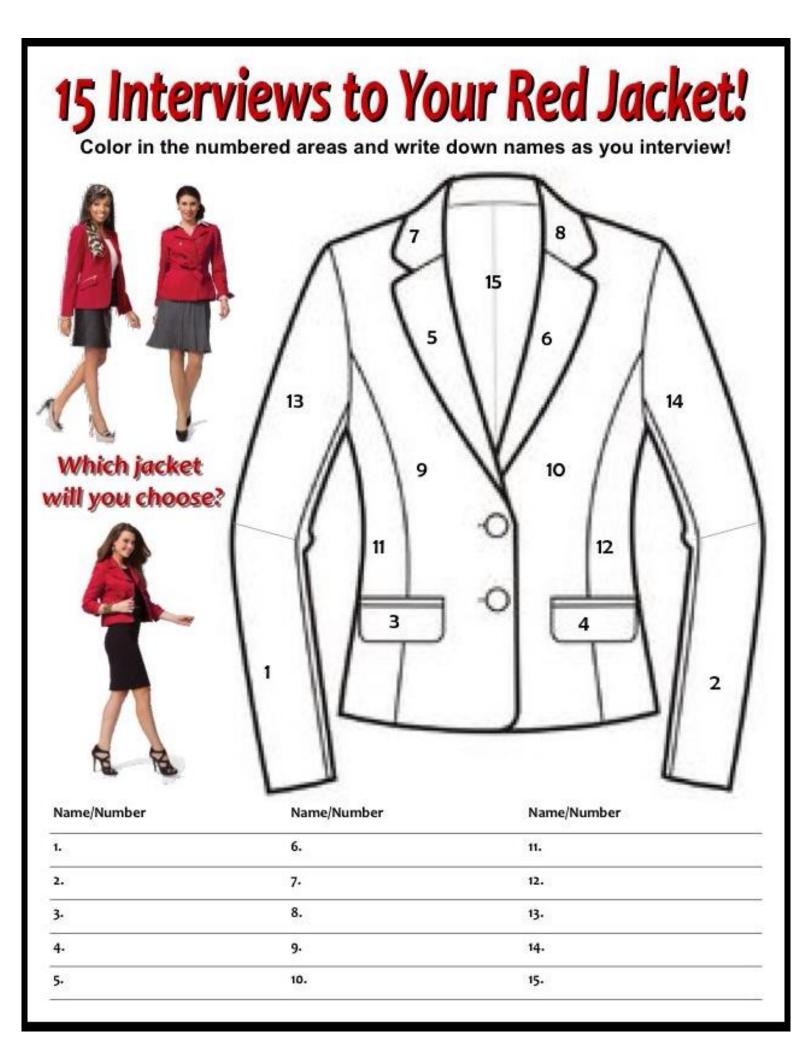
Be a duck who swims gracefully around with a smile, even when it rains. Under the water she is paddling like crazy! You are the most positive, committed person in Mary Kay!

4. Existing customers are perfect; they like the product, like you, and know what you do.

- "I am now becoming a.....with Mary Kay and am handpicking the women I want to come with me. I have chosen YOU! I think you will be wonderful. Let's get together and at least talk about it. There is a free lipstick in it for you."
- "Judy, we have a special program at meeting this week that I know you would love. Please come. You may even see how much fun we have and want to be part of our Company. I think you'd be great! I will pick you up."

Enjoy the great feeling of accomplishment on the last day of the month when you will say,

"I DID IT! I earned my GOLD MEDAL!"



DO YOU WANT A DRIVE FREE OR MOVE UP?? MEMORIZE THESE SCRIPTS! Thanks to NSD Gloria Mayfield Banks

So often we tend to complicate the team-building process by using too much material and information, when in fact, all the information we really need is a clear analysis of our prospect's life and HER needs so that we can give her customized information about Mary Kay –ONLY what she needs in order to make a YES decision. You can do this in 5 easy steps! But the key is, you must be a good listener, and you must ask logical questions based on her responses!! A good interviewer develops good questions that invite information, and a good interviewer LISTENS! As easy as 1,2,3,(4,5)

#1 GATHER INFORMATION!

- "Tell me about yourself."
- "What do you like most about your life/job? What do you like least?"
- "What do you value most in your life right now?"
- "What do you NEED most in your life right now?" (LISTEN!!! THIS IS HER HOT BUTTON AND THE PLACE THAT MARY KAY MIGHT BE ABLE TO FILL!!!)
- "If I can show you how to keep what you value and get what you need, is there any reason why you wouldn't consider Mary Kay as a part-time business for yourself?



#4 OVERCOME OBJECTIONS

- Be prepared to overcome at least 3 and probably 4 objections. If you don't get this many and you don't have an agreement, you did not get the real objection yet.... so persist!
- Be professional by getting to the bottom of what she is saying so you can support her to get the needs in her life met by our Mary Kay opportunity.

The process to overcoming objections is as follows:

- REPEAT what she says (after listening carefully). "So what you're saying is _____."
- RELATE ("I know how you feel..." felt, found...)

#2 EXPLORE!!

- "TELL me what you know about Mary Kay, the products, and the people." Validate what is correct.
- Ask permission to add or alter areas she has mentioned that need more clarification.
- "What would you need to know about Mary Kay in order to make a YES decision?"
- Stick to her issues ONLY!!! We are interested in answering her questions, not our own!!
- After each question, "What else?" (would you need to know...or what other questions would you need to have answered?)
- CREATE A FOCUS ON HER MOST POSITIVE THOUGHT WITH, "If in your wildest dreams you decided to do this, what would you enjoy the most?"
- "What would you need to know in order to get to a 10?"



- RESPOND Overcome by sharing someone else's brief story or going back to an earlier part of the interview. If you know her HOT BUTTON, there is NO objection you can't overcome short of "I don't want to do this," which you almost never get!! So, refer back to her NEED, her HOT BUTTON.
- ASK QUESTIONS. "Remember earlier when you said _____?
- What other plans do you have to (fix, remedy) that (need)?"
- INVITE... the next objection! "If it weren't for _____, what would keep you from getting started?" You'll eventually get to a response of "nothing" or "I have to think about it."

#3 ESTABLISH INTEREST LEVEL

"On a scale from 1-10, 1 being you would never do this, 10 being you are ready to order your starter kit now, 5 is for chickens, so it's out, where are you right now?"



#5 CLOSE IT!

Memorize this question: "Great, _____! Is there any reason we couldn't get your starter kit ordered? How would you like to take care of it? M/C, VISA, or check?" WAIT FOR HER TO RESPOND BEFORE YOU SAY A WORD!!



•



Mary Kay once said, "Bookings are the lifeline of your business. Literally, if you're out of bookings, you're out of business." Plus booking is a big part of your 3+3+3 formula for success (three skin care classes, \$300 in new retail sales and three team-building appointments each week).

So what can you do to keep that lifeline going? Here's what top Directors across the nation had to say.

Booking Friends, Family and Acquaintances

Let's take a look at this simple, easy to-use recommendation for booking friends, family and acquaintances.

1. Create positive interaction.

"Hi, (customer's name), I'm so glad I caught you at home!"

2. Work to develop rapport. "How are things going? Great! I won't take up much of your time, but I did want to let you know I'm now a Mary Kay Independent Beauty Consultant."

3. Express the purpose of your call.

Suggest a fun get-together with her girlfriends, a 10-minute appointment or a time to drop off a few samplers and the latest issue of The Look.

4. Confirm your appointment. "See you next Tuesday at 5:45. And remember, (customer's name), we can always schedule a skin care class so you could earn free products."

5. Communicate next steps.

"I'm looking forward to seeing you. I'm eager to hear your opinion of the samples!"

Booking at Classes

Each selling appointment introduces you to new customers and potential hostesses who can invite more new customers to your next class. Throughout your presentation, consider referring to a second appointment. During your individual consultation, you may want to encourage your customers to book future appointments. At the end of a class, you can always show the TimeWise® Microdermabrasion Set and give out samplers with the sampler cards. You can allow customers to try the samplers at home, then follow up to see how they enjoyed experiencing "instant gratification" in skin care. One more thing: Remember, you can find a printable color consultation outline for the second appointment and helpful Media Source CDs!

"When it comes to booking at classes, I do it right at the beginning, during the orientation. Explain that each woman is guaranteed at least two complimentary appointments: skin care and color. She may also choose to add other parties (spa or manicure/pedicure) if she would like to earn even more product. Then I keep the momentum going throughout the class by passing a free product item around the table.

Every time I say the word "party," the women pass the item to their neighbors, and whoever ends up with the product takes it home!"

- Amie Gamboian, National Sales Director, Omaha, Neb.

Booking From Referrals

Booking from referrals can be a major source of appointments. You may want to ask both your hostess and the guests for referrals. Also, consider asking for referrals when you call to follow up with your customers.

"Remember to ask potential customers if they are current Mary Kay customers. If you run into someone who already has an Independent Beauty Consultant, thank her for being so supportive of the product line and encourage her to contact her Beauty Consultant to see the latest products." - Amie Gamboian, National Sales Director Omaha, Neb. "Have a gift for them in the name of the person who referred them to you. Of course, they have to get together with you to receive the gift." – Margi Eno, Independent Sales Director, San Diego, Calif.

Booking From Warm Chatter

A sincere smile, eye contact and repeating a potential customer's name throughout the conversation will let her know you're focused on her.

"What I am booking for right now is a "One Woman Can" portfolio of faces. What an honor to be asked to be in that! I am including businesswomen, community leaders, heads of charitable foundations, women who are active in their churches, stay-at-home moms, etc. I believe women make an impact no matter what they have chosen as their 'careers,' so this is a fun way to honor them and to get lots and lots of bookings!" – Amie Gamboian, National Sales Director, Omaha, Neb.

"I work to turn a contact with someone into more contacts. When I meet someone, I ask if I can send a brochure with them to work. Or when I sell sets to a guy, I tell him if he sends me five buddies who place orders, I'll give him a thank-you gift. Then I repeat the process with each of the five buddies! Also remember, when you're fun, people want to be around you!"

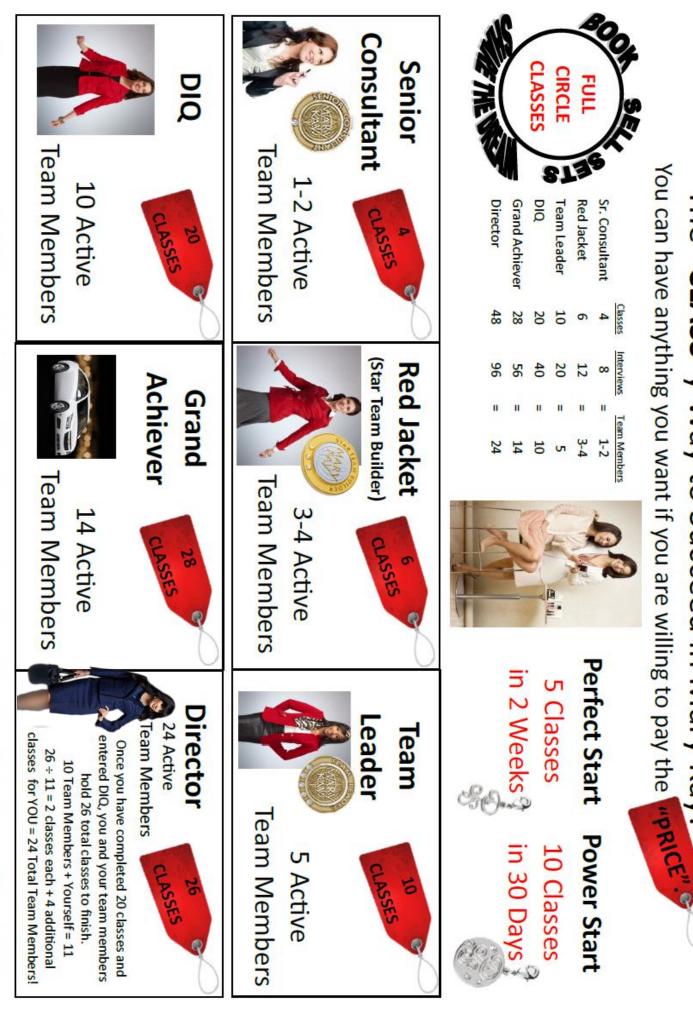
– Margi Eno, Independent Sales Director, San Diego, Calif.

"Know your script! Instead of constantly changing what you are going to say, choose a script and stick with it. Consistency gives you confidence. Remember, the script is only 'old' to you; you are talking to new people all the time. You'll be amazed how much more confidence you have when you know your scripts."

– Pam Robbins Kelly, Independent Future Executive Senior Sales Director, Bakersfield, Calif.



The means to EVERY end in Mary Kay is contained within the Skin Care "Class"!!!



The "CLASS" y Way to Succeed in Mary Kay!

Gift with Putchase \$40 (excluding tax) or more in Mary Kay® products. Mini Lash Love® Mascara & Mini Oil-Free Eye Makeup Remover

\$18



Mary Kay® Gel Eyeliner and Brush



Limited-Edition Mary Kay Hello, Sunshine Collection

Springy Eye Duo: Stonewashed, & Summer Sunset Creamy Lip Color: Carefree Coral, & Retro Red Lip Gel: Cherry Twist Nail Lacquer: Lemon Parfait, & Carefree Coral

Mary Kay At PLAY - NEW Shades

Eye Crayon: Teal Me More, & Over the Taupe Baked Eye Trio: Electric Spring, & Sunset Beach Lip Crayon: Purple Punch, & Coral Me Crazy Jelly Lip Gloss: Violet Vixen, & Poppy Love



EACH

Purchase-With-Purchase Offer Your customers can get the limited-edition Mary Kay® Hello, Sunshine Wristlet for only \$5 with the purchase of at least \$40.

\$16 EACH

Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15

Available in: Very Light, Light-to-Medium, Medium-to-Deep, and Deep.

Mary Kay Bronzing Powder Available in: Light-Medium & Medium-Dark.

Lemon Parfait Pedicure Collection Includes:

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

Mary Kay Spring 2014 "Hello, Sunshine" Collection

Lemon Parfait Pedicure Collection \$28 Like It Gotta Have It!		Nail Lacqu Carefree Co	uers - \$9.50 ral Lemon Parfait	
Springy Eye Duos - \$16 Stonewashed Summer Sunset	ALARY KAY	Creamy L Retro Rose	ip Colors - \$16 Carefree Coral	
Lip Gel - \$16 Cherry Twist		CC Cream w	Vith SPF 15, 4 shade	es - \$20 Deep
Hello, Sunshine Like It Gotta	Wristlet \$5*		Mini Mascara & C	
	Gel Liner - \$18 ^{Jet Black}		Bronzing Powder	S - \$18 Medium-Dark
Baked Eye Trios - \$10		Eye Cr	ayons - \$10	10
Electric Spring Sunset Beach		Over the Taupe	Teal Me More	
Jelly Lip Glosses - \$10		Lip Cra	yons - \$10	
Poppy Love Violet Vixen	0	Purple Punch	Coral Me Crazy	LOT .



Hello and thank you so much for taking the time to give me your opinion! Time is valuable and I appreciate you spending the next few minutes with me.

Mary Kay Ash began this wonderful business 50 years ago to empower women to reach their dreams! We are founded on the principles of God first, Family second and Career third!

As an Independent Beauty Consultant you create your own schedule-after all, it is your business! You can work 2 hours to 20 hours-it is totally up to you! We have no territories so, you can work anywhere you want and we have no glass ceiling so you can make as much as you are willing to work for!

We get to teach women about great skincare and color techniques! If you are like me, I didn't know much about either but that's ok! As long as you are coachable and trainable, you can have anything you want in this business!

You make 50% of everything you sell from the very first customer! That includes all of your own skincare and color products! What a way to shop-HALF PRICE!

If you decide you want to promote yourself by sharing this opportunity with your family and friends, the company will pay you 4-36% commission! That is in addition to the 50% profit you make from your sales.

You can also earn the use of a Mary Kay Career Car! If you decide you just love your car, you can take \$375 CASH every month!

You also get the great tax benefits of having your own business! So now you can write off a portion of your every day expenses like your mortgage, cell phone bill and utilities! You have to pay these anyway but know you get to write them off!

The best part of Mary Kay is the friends you will make. I have worked this business in every season of my life and it has been my MK friends that have helped me get through them. I am thankful God gave Mary Kay this vision and that someone shared it with me!

Getting started in Mary Kay is a \$100 decision. If you are like me, I can go to Target for toilet paper, spend \$100, forget the toilet paper and have nothing to show for it! This decision can be the shift your family needs to start making your dreams come true! You get over \$400 in products with your \$100 investment so you have nothing to lose.

Know that you have heard about the business opportunity, I need you to give me an A, B or C. A-I would absolutely love the opportunity to change my future. B-buy me a coffee. I have a few questions. C-I would love to remain a customer paying 100% for my products. (Repeat)

Please leave me your name, phone number and your A,B or C!

Thanks again for giving me your opinion! God bless you and I hope you have a fabulous day!



We Value Your **Opinion!**

Concealer

Which of the following benefits would you appreciate most out of a complexion correction cream?

- SPF Protection Minimizing Redness
- Brightening
- Correction of Imperfections Hydration
- Defense against free radicals
 - Reduce Signs of Aging

Join us to celebrate International Women's Day on March 8, 2014 at our MARY KAY Makeover Day, with a solo pampering session or party with your friends. You will have the opportunity to experience our newest products and provide your honest feedback.

- Count me in, I love giving my two cents!
- I know someone who would love to join me!
- Not this time, I look fabulous already!

Name:_____

Best Phone:

Email:



We Value Your **Opinion!**

Which of the following benefits would you appreciate most out of a complexion correction cream?

SPF Protection

Brightening

Minimizing Redness Concealer

Reduce Signs of Aging

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 Reduce Signs of Aging
- Hydration

Minimizing Redness

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Tor	l're	Im	Th	heN		M	Ionev! *.	As an Independent Sales Dire a lot of ways to make money!	t	or in Mary Kay, you have By ENSD Cheryl Warfield
ŧ	Unit wh Production	600	6000 wh	80	8000 wh	10,0	10,000 wh	12,000 wh	14,000 wh	16,000 wh
A	13% Director Commission	13% =	= \$780	13%	13%=\$1,040	13%	3%=\$1,300	13%=\$1,560	13%=\$1,820	1 3%=\$2,080
- {	10% Production Bonus	10%:	10%=\$600	10%	10%=\$800	10%	10%=\$1,000	10%=\$1,200	10%=\$1,400	10%=\$1,600
	\$600/wk sales	\$1,20	\$1,200 profit	\$1,2	\$1,200 profit	\$1,2	\$1,200 profit	\$1,200 profit	\$1,200 profit	\$1,200 profit
3	Personal Team x 13%	PT 400	PT 4000=\$520	PT 40	PT 4000=\$520	PT 60	PT 6000=\$780 P	PT 8000=\$1040	PT 8000=\$1040	PT 8000=\$1040
ł	Personal Recruiting	3 Qual. = \$	3 Qual. Per. Rec. = \$300	3 Qua	3 Qual. Per. Rec. = \$300	3 Qual	. Per. Rec. \$300	3 Qual. Per. Rec. = \$300	3 Qual. Per. Rec. = \$300	3 Qual. Per. Rec. = \$300
ð	Unit Recruiting	3 Unit (3 Unit Qual Rec = \$300	3 Unit =	3 Unit Qual Rec = \$300	3 Unit =	Qual Rec \$300	3 Unit Qual Rec = \$300	5 Unit Qual Rec = \$500	5 Unit Qual Rec = \$500
	Car Compensation	\$	\$375		\$375	07	\$500	\$500	\$500	\$900
	per month	\$4,	\$4,075	Ś	\$4,535	\$	\$5,380	\$6,100	\$6,760	\$7,620
2	x 12 months	\$48	\$48,900	\$5	\$54,420	\$6	\$64,560	\$73,200	\$81,120	\$91,440
Unit wh Production	18,000 wh	hw 0	20,000 wh	٨h	22,000 wh	۲,	24,000 wh	26,000 wh	28,000 wh	30,000 wh
13% Director Commission	or 13%=\$2,340	2,340	13%=\$2,600	,600	13%=\$2,860	160	13%=\$3,120	13%=\$3,380	13%=\$3,640	13%=\$3,900
10% Production Bonus	tion 10%=\$1,800	1,800	10%=\$2,000	000	10%=\$2,200	00	10%=\$2,400	10%=\$2,600	10%=\$2,800	10%=\$3,000
\$600/week sales	* \$1,200 profit	profit	\$1,200 profit	rofit	\$1,200 profit	ofit	\$1,200 profit	\$1,200 profit	\$1,200 profit	\$1,200 profit
Personal Team x 13%	am PT 8000=\$1040		PT 8000=\$1040		PT 8000=\$1040		PT 8000=\$1040	D PT 8000=\$1040	D PT 8000=\$1040	PT 8000=\$1040
Personal Recruiting	3 Qua =		3 Qual. Per. Rec. = \$300		3 Qual. Per. Rec. = \$300	100	3 Qual. Per. Rec. = \$300	. 3 Qual. Per. Rec. = \$300	. 3 Qual. Per. Rec. = \$300	. 3 Qual. Per. Rec. = \$300
Unit Recruiting	5 Unit =	Qual Rec \$500	5 Unit Qual Rec = \$500	al Rec 0	5 Unit Qual Rec = \$500	Rec 5	5 Unit Qual Rec = \$500	5 Unit Qual Rec = \$500	5 Unit Qual Rec = \$500	5 Unit Qual Rec = \$500
Car Compensation	ion \$900	0	\$900		\$900		\$900	\$900	\$900	\$900
per month	\$8,080	80	\$8,540	0	\$9,000		\$9,460	\$9,920	\$10,380	\$10,840
x 12 months	hs \$96,960	960	\$102,480	80	\$108,000	0	\$113,520	\$119,040	\$124,560	\$130,080
							in the second			

*This chart does not include: New Director Bonuses, Quarterly Star Consultant Bonuses, Annual Wellness Bonus, or Senior Director Commissions.

60 here, 40 here: reinvesting makes "cents."

When you reinvest your earnings into your business, you'll have more product on hand to service your customers. Here's how to work Mary Kay Ash's 60/40 method of money management.

60/40 works

Mary Kay Ash herself taught this method of money management: 60 percent of your weekly earnings should be reinvested into your business; the remaining 40 percent is your profit. National Sales Director Connie Kittson calls these the pink and green accounts: pink for product and green for profit, less expenses.

"This is a great way to always make sure you replace the products you've sold," Connie shares.

"To accomplish this method, I think it is good to have two accounts. You could have two checking accounts or a savings and a checking account."

Pink accounts

The 60 percent account, or pink account, is then

used to purchase product inventory for your reorder business, limited-edition items for seasonal sales and to replenish or build your inventory as needed. Independent Senior National Sales Director SuzAnne Brothers suggests using your pink account to cover your Preferred Customer Program investment.

Green accounts

"Then, your goal is to keep as much of your green account as possible," Connie says. "However, you may have some additional expenses that you might want to pay for from your green account before you take a profit." For example, these could be:

- Hostess gifts Office supplies
- Investments for your future
- Special events registration and travel

If you want to save money to attend Mary Kay special events, you can estimate the cost of hotel, registration and transportation. Then divide that figure by the number of months before the event to determine what you'll want to consider saving every month. And with Career Conference 2014 coming soon, you may want to hold a few extra skin care classes

aside profits from these classes to cover your expenses. So what happens if your green account needs are greater than 40 percent, less expenses? "Isn't it great to know that as an independent businesswoman you have control over this?" Suz-Anne asks. "You'll likely want to evaluate your expenses carefully to make sure you are spending wisely. You also can decide what you need to achieve in retail product sales every week and keep track of that every day. What you track and what you measure gets done."

If you haven't earned your Advanced Color Consultant designation yet, we've got a deadline for you - and if you meet it, you'll earn a little extra recognition!

CONSULTANT Pass the four brief guizzes that make up the Color Confident program by Feb. 28, and you'll receive this Advanced Color Consultant ribbon to add to your Career Conference attire!

The Advanced Color Consultant designation is a fantastic draw for potential customers searching for an Independent Beauty Consultant through the Consultant Locator. This special designation shows that you've put in the extra effort to increase your knowledge of color products and can help your customers choose the shades that make them look absolutely stunning! (Oh - and its free!)

Feb. 28 will be here before you know it, so get Color Confident today!

\$100 FREE To Party With Me!

Hold party on originally Scheduled date and time!



Have 5 guests present who are over 18 and do not currently have a consultant!

> \$200 or more in total party sales!

\$100 or more in outside sales (friends who can not attend!)

2 Future Parties booked from your Party.

BONUS: Hold your party within the next two weeks and receive a bonus gift from me!



Mary Kay[®] Makeover Day is a prime opportunity for bookings! From parties to individual appointments, start planning now to make March 8 a day of beauty and business success. Here are some ideas to consider:

Fashion Forward Party

Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay*[®] makeup trends that complement the looks. The Spring/Summer 2014*Mary Kay*[®] *Trend Report*, recent issues of People StyleWatch[®] magazine and the February 2014 issue of *The Look* are your go-to resources for showing your customers how to pair *Mary Kay*[®] makeup with spring fashions.

Discover What You Love™ Party

Help party guests discover a great new look for spring!

Use the *Mary Kay*[®] Makeover Day face diagrams as a starting point by encouraging each guest to choose her favorite of the two looks – Pretty Pastels or Delicate Details. Then walk guests through the easy application steps. Or use the "blank" face diagram to demonstrate any of the trend looks featured in the February 2014 issue of *The Look* or on <u>marykay.com</u>.

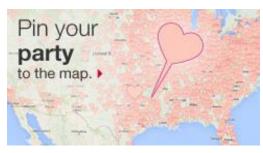
Customer Appreciation Open House

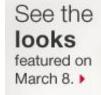
Say "thank you with love" to your customers by holding an open house on March 8. Invite new and existing customers to see the newest *Mary Kay*[®] products featured in the February 2014 issue of *The Look* and to try the two makeover looks being demonstrated live from Dallas on *Mary Kay*[®] Makeover Day.

Find all the tools you need for a successful event on Intouch

Delicate	Details
Face • May Kay [®] Foundation Primer Sunset Spectrum SFH15 • TransNets [®] Lancins May Kay [®] Bending Paveler • May Kay [®] Bending Paveler • May Kay [®] Manel Check Color • May Kay [®] Manel Check Color • Stry Blue • May Kay [®] Makeup Finahing Spray by Skindhava	$\langle \rangle$
Eyes • Mary Kay [®] Mineral Eye Color in	E S
Hazelnut, Moonstone, Sparkling White	[E]
Mary Kay [®] Lesh Love [®] Lengthening [™] Mascara In I ♥ Black	
Mary Kay [®] Eyeliner in Deep Brown	
Brows	V
 Mary Kay[®] Mineral Eye Color in Espresso or Mary Kay[®] Brow Definer Pencil in Brunette 	
Lips	
Mary Kay [®] Creme Lipstick in Red	











Building Wall to Wall Leaders!

Join the Movement!

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

Monthly Team Production

Month #I_	
Month #2_	
Month #3_	

Month #4

24 Active Team Members (10 of 24 Active must have minimum \$600 cumulative)

\$18,000 Total cumulative wholesale in 1-4 months (min \$1,800 personal) \$4,000 minimum each month

You must be Active

Team Member	Active \$200 w/s	Qual. \$600 w/s
1		
2		I.
3		1
4		I
5		
6		
7		
8		
9		
10		
Contact your Director about submitting your D	Q commitme	ent card
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		

DOS



Log on to InTouch for complete contest information





Earn Priority Registration to Seminar!

Sapphire Star Consultants with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2013- March 15, 2014.

Be on-target for the Queen's Court of Personal Sales: \$24,000 in estimated personal retail production from July 1, 2013—Feb. 28, 2014

Be on-target for the Queen's Court of Sharing: 16 total new personal team members from July 1, 2013, through Feb. 28, 2014. (New team members do not need to be qualified at that time.)

Be an Independent Sales Director (including March 1, 2014, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to attend Seminar on a first-come, first-served basis.



Name

- 1 Kristine Pruitt
- 2 Stephanie Lelo
- Casandra Webb 3
- 4 Tami Johnson
- 5 Marie Witer
- 6 Suzanne Kelliher
- 7 Karen Gehringer
- 8 Marie Quick
- 9 Sue Campana
- 10 Linda Hayes
- 11 Heather Cearbaugh
- 12 Shelly Mortorff
- Cindy Loomis 13
- Barbara Tsagaris 14
- **Cindy Watkins** 15
- 16 Sara Hable
- Tretta McNeill 17
- Anne Hammond-Parisoe 18
- 19 **Diane Darling**
- 20 Shannon Christiansen 21 Nancy Bigley
- 22 Kim Ransom
- 23 Desiree Wagner
- 24 Teresa Lennon
- 25 Tara Stopinski

Sandra Forsyth Unit Lana Gaydon Unit Linda Rowsey Unit Debra Bishop Unit **Tonya Sorrell Unit**

Consultant

Court of Sales

TOP YTD 7/01/13-6/30/14

#1 Kristine

Pruitt

Unit

Laura Poling Unit

Lisa Woodke Unit

Dana Gattis Unit

Epsie Elmer Unit

Laura Poling Unit

Tonya Sorrell Unit

Jennifer Converse Unit

Jennifer Converse Unit

Brandy Nusbaum Unit

Brandy Nusbaum Unit

Denise Crosby Unit

Penny Jackson Unit

Epsie Elmer Unit

Penny Jackson Unit

Melanie White Unit

Cheryl Warfield Unit

Donna Doyle Unit

YTD Retail

\$20,611.50

\$19,290.00

\$18,829.00

\$15,898.00

\$15,847.50

\$15,683.50

\$15,408.00

\$14,687.50

\$13,798.00

\$13,343.00

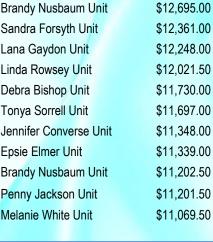
\$13,216.50

\$13,196.50

\$12,984.00

\$12,746.50

\$12,695.00





Name

Area **Court of Sharing** TOP YTD 7/01/13-6/30/14

> #1 Angeles Vilchis

> > Sem

Qual

	Name	Unit	Sem	Quai
			Comm	Rcrts
1	Angeles Vilchis**	Unit Director	\$1,502.07	23
2	Connie Diest**	Unit Director	\$801.68	17
3	Casandra Webb*	Dana Gattis Unit	\$1,390.40	9
4	Barb Drabek*	Unit Director	\$926.56	9
5	Myra Leslie-Johnson	* Unit Director	\$737.75	7
6	Emily Kohler*	Laura Poling Unit	\$906.38	6
7	Shirley Talley	Unit Director	\$594.61	5
8	Lisa Taylor	Denise Crosby Unit	\$186.42	5
9	Jessica Olds	Brandy Nusbaum Unit	\$987.56	4
10	Toni Cook	Laura Poling Unit	\$968.40	4
11	Tonya Sorrell	Unit Director	\$751.85	4
12	Dawn Durocher	Unit Director	\$633.61	4
13	Nancy Bigley	Jennifer Converse Unit	\$437.02	4
14	Snowe Saxman	Unit Director	\$429.79	4
15	Stacey Price	Unit Director	\$374.23	4
16	Sharron Tevanian	Tonya Sorrell Unit	\$290.83	4
17	Sandra Forsyth	Unit Director	\$272.82	4
18	Jennifer Converse	Unit Director	\$166.39	4
19	Brandy Nusbaum	Unit Director	\$726.61	3
20	Melanie White	Unit Director	\$520.00	3
21	Elizabeth Miller	Brandy Nusbaum Unit	\$437.81	3
22	Elizabeth Webb	Unit Director	\$436.54	3
23	Barbara Tsagaris	Penny Jackson Unit	\$432.65	3
24	Stephanie Lelo	Lisa Woodke Unit	\$385.28	3
25	Teresa Lennon	Penny Jackson Unit	\$342.90	3

Unit

Sharing Courts:

***24 Qual. TM = Company Award **12 Qual. TM = Warfield Area Award 6 Qua. TM = Unit Court Award



Retail Sales Courts: \$36,000 Retail Sales = Company Award \$18,000 Retail Sales = Warfield Area Award \$9,000 Retail Sales = Unit Court Award

