



Sales Director Holly Dix

Dazzling Daisies

May Results & Recognition - June, 2013



Summer is the time for quick, easy color!

Luscious lips with ease. Sun-kissed without sun damage. Gorgeous shades for every skin tone. Everything to heat up your sales is here!



Wholesale Queen



Lee Heaton
\$1,800.25

Sharing Queen



Position Available!!

Relationships Are Everything

By Brian Tracey, Author & Motivational Speaker

◆ YOUR FOUNDATION FOR SUCCESS

Relationship Selling is the core of all modern selling strategies. Your ability to develop and maintain long-term customer relationships is the foundation for your success as a salesperson and your success in business. Relationship selling requires a clear understanding of the dynamics of the selling process as they are experienced by your customer.

◆ PROPOSE A BUSINESS MARRIAGE

For your customer, a buying decision usually means a decision to enter into a long-term relationship with you and your company. It is very much like a "business marriage." Before the customer decides to buy, she can take you or leave you. She doesn't need you or your company. She has a variety of options and choices open to her, including not buying anything at all. But when your customer makes a decision to buy from you and gives you money for the product or service you are selling, she becomes dependent on you. And since she has probably had bad buying experiences in the past, she is very uneasy and uncertain about getting into this kind of dependency relationship.

◆ FULFILL YOUR PROMISES

What if you let the customer down? What if your product does not work as you promised? What if you don't service it and support it as you promised? What if it breaks down and she can't get it replaced? What if the product or service is completely inappropriate for her needs? These are real dilemmas that go through the mind of every customer when it comes time to make the critical buying decision. They always hoped they would be!!

◆ FOCUS ON THE RELATIONSHIP

Because of the complexity of most products and services today, especially high-tech products, the relationship is actually more important than the product. The customer doesn't know the ingredients or components of your product, or how your company functions,

or how she will be treated after she has given you her money, but she can make an assessment about you and about the relationship that has developed between the two of you over the course of the selling process. So in reality, the customer's decision is based on the fact that she has come to trust you and believe in what you say.

◆ BUILD A SOLID TRUST BOND

In many cases, the quality of your relationship with the customer is the competitive advantage that enables you to edge out others who may have similar products and services. The quality of the trust bond that exists between you and your customers can be so strong that no other competitor can get between you.

◆ KEEP YOUR CUSTOMERS FOR LIFE

The single biggest mistake that causes salespeople to lose customers is taking those customers for granted. This is a form of "customer entropy." It is when the salesperson relaxes her efforts and begins to ignore the customer. Almost 70 percent of customers who walked away from their existing suppliers later replied that they made the change primarily because of a lack of attention from the company.

Once you have invested the time and made the efforts necessary to build a high-quality, trust-based relationship with your customer, you must maintain that relationship for the life of your business. You must never take it for granted.

◆ ACTION EXERCISES

First, focus on building a high quality relationship with each customer by treating your customer so well that she comes back, buys again and refers you to her friends. Second, pay attention to your existing customers. Tell them you appreciate them. Look for ways to thank them and encourage them to come back again.

Holly

Career Path:

DIRECTOR

Rewards ~

- ◆ 4-13% Personal Team Commissions
- ◆ Unlimited Unit Bonuses
- ◆ \$500 Unit Building Bonus
- ◆ Team Building Bonus \$100 per qualified new consultant
- ◆ 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 May 31st —
this will not reflect June orders or new team members.

Senior Consultants

Recruiter : Trina Elswick

Rachel E. Carson

Recruiter : Ashley D. Kirby

Dione Dickerson

* Ashley A. Parker

* Whitney D. Wallace

Recruiter : Teresa D. Lynn

Stephanie M. Thomas



ARE YOU READY TO MOVE UP?

** Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member
To become ACTIVE you must place a \$200 wholesale order.*

Jump Start Your Business!

Independent Beauty Consultant Jean Dondelinger shares her ideas to jump start your business.

1. Attend your weekly meetings for ideas and support.
2. Read the Mary Kay book "Miracles Happen."
3. Start by just handing out 5 business cards per day.
4. Set a goal to ask at least one person to have a complimentary facial with you.
5. When you call to schedule the facial ask the person if she would like to share it with a friend or two.
6. Put your business cards in a photographer's studio.
7. Attach a sample to your business card and when you hand it to someone you meet, ask if you could follow up with them the following day to see if they liked it. Then, book a facial or party!
8. Have a fund raiser - One year I went around to local businesses asking them to adopt a senior for Valentine's Day. This was National Beatrice Powell's idea. The money I collected from the businesses bought a hand cream for each senior in an assisted living home. One business couldn't give money but offered to have a senior to dinner and spend some time with her. It was wonderful! I coordinated everything with the assisted living home and they held a Valentine Party where I gave out the gifts, named the businesses, and raffled off the business owner/dinner. The Senior Citizens were thrilled!



Keep smiling and setting goals, it will become you.



Here We Grow Again!

Welcome New Business Owners!

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

New Consultant

Nicole Harper
Lee Heaton
Nancy Lietz
Brooke Maier

From

RIVERVIEW, FL
RIVERVIEW, FL
TAMPA, FL
ANTHONY, FL

Sponsored by

H. Dix
H. Dix
H. Dix
H. Dix

"Patience, persistence and perspiration make an unbeatable combination for success." ~Napoleon Hill, author

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building

13% Recruiter Commission Level

Your name here!!

4% Recruiter Commission Level

Ashley D. Kirby \$27.79



Team Building Tip of the Month!

Have you ever wondered what to look for in a new team member? Here's a checklist of attributes that could be helpful for a new team member. If the answer is YES to these questions, you may have an excellent new prospective team member!

1. Does she use Mary Kay products? If not, you'll want to book her in a class.
2. Is she a woman of her word? Does she return phone calls? Does she show up when and where she says she will? Is she honest?
3. Does she have a warm heart? Does she like people?
4. Is she someone you would enjoy spending time with?
5. Does she want to grow and improve in some area of her life? Does she want to improve her self-esteem, earn more money, have more fun, learn new things or make new friends?
6. Would you be proud to personally introduce her to your Independent National Sales Director?

"The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt

Are you up for the challenge?

by NSD & Million Dollar Director Tammy Crayk



Imagine your 50% profit being over \$1600 for 1 week! HOLY COW! There are REAL Women out there doing this with their Mary Kay businesses! I was so inspired by this story that I'm passing it along!

This Consultant did 55 faces in just 18 work hours, for a face average of \$51 and an hourly income of \$89, she was a STAR Consultant and kept a great paycheck!!

First, she made a list of 25 people, and then she called them all and said: "I am building a portfolio of before and after pictures of models and my goal is 100 by the end of February. I think you'd look so good in my book that I'd like to feature you, so could you do that?" Then she said, "I'm looking for different face shapes, skin tones and hair color, and of course, I need lots of faces this week, so if you know anyone who could come with you, that would be WONDERFUL! I have 12 places for ladies in each time slot, so if you could just bring one, or even two, that would be so helpful! What do you think? Who could you bring?" No one turned her down to be in her book, and some even brought a friend!

Her sales and faces were:

4 faces Monday - \$250 in sales	9 faces Tuesday - \$203 in sales	7 faces Wednesday - \$177 in sales
12 faces Thursday - \$531 in sales	7 faces Friday - \$867 in sales	20 faces Saturday - \$1074 in sales

Notice how her sales at the end of the week were higher than the first of the week?? I believe that is because her momentum built and her confidence increased. It was thereby reflected in her sales. As she said, "I started thinking of how many times over the past few years "I tried" to do 30 faces in a month or how many times I "tried" to schedule a high number of classes in a week and how many times it did not work out." But you know what? She has not given up, and in Mary Kay the only way a person can fail is to quit. Mary Kay has told us that numerous times. What was the difference this time? Why did people say "yes" when she had tried so many times before???

1. She made a decision that she was going to be successful - no matter what.
2. She didn't let herself even feel the fear. You leave your comfort zone to change someone else's life.
3. She used her family as a reason. She used her financial situation to her advantage. Instead of getting stressed over bills, she decided to "do" something about it.



Celebrate 50 with the commemorative *One Woman Can*™ necklace!

June 1-30, 2013

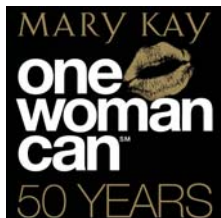
Earn this necklace in June 2013!

This beautiful keepsake necklace commemorating the Mary Kay 50th Anniversary year can be yours when you place a single \$400 or more Section 1 wholesale order during the month of June 2013!*

The crystal-studded pendant features two interwoven circles that represent the story of one woman (small circle) who created an opportunity that is shared by women around the world (large circle).

The polished rhodium-tone intertwined circles are accented with the Mary Kay® logo and clear, brilliant-cut crystals topped with a brilliant-cut cubic zirconia.

The necklace comes on an 18" chain with a 2" extender. When you qualify, the necklace will be shipped with your order.



One Woman Can™ be YOU!

**Limit one necklace per Independent Beauty Consultant*



Premier Club Plus Car Promotion Extended!

With such a positive response for the Premier Club Plus Car promotion, it's been extended through September 2013! Rev your engines for the opportunity to earn the use of a 2013 Ford Mustang.

We Invested in Product Last Month!

Lee Heaton
\$1,800.25
Dione Dickerson
\$694.75
Dana Nagle
\$277.50
Stephanie M. Thomas
\$246.00
Mirta Schiessl
\$221.25
Rachel E. Carson
\$213.50
Michele L. Schwartz
\$210.25
Jenny N. Johnston
\$208.50

Nicole Harper
\$203.00
Kristina Carter
\$92.25
Amanda Deagan
\$65.00
Trina Elswick
\$30.00
Destiny N. Marshall
\$30.00
Ashley D. Kirby
\$7.50
Holly J. Dix
\$1,078.75



Forget the falsies!

Flirty, fluttery lashes that seem almost endless are every woman's dream. Now your customers can get the lashes they long for with NEW *Mary Kay® Lash Love® Lengthening™* Mascara.

- ◆ Creates bold, instantly intensified length of lashes.
- ◆ Lifts, curls and perfectly separates lashes.
- ◆ Conditions and strengthens lashes instantly as it lengthens.
- ◆ Nonclumping, flake-free formula wears all day for over 10 hours.



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 Mirta Schiessl	\$5,148.00	\$60.00	\$5,208.00
2 Amanda Deagan	\$5,142.00	\$0.00	\$5,142.00
3 Ashley D. Kirby	\$4,403.00	\$105.00	\$4,508.00
4 Lee Heaton	\$4,150.50	\$0.00	\$4,150.50
5 Teresa D. Lynn	\$3,985.00	\$0.00	\$3,985.00
6 Dana Nagle	\$3,502.50	\$20.00	\$3,522.50
7 Kristina Carter	\$3,361.50	\$0.00	\$3,361.50
8 Stephanie M. Thomas	\$3,191.50	\$20.00	\$3,211.50
9 Jenny N. Johnston	\$2,882.50	\$0.00	\$2,882.50
10 Erica N. Harper	\$2,820.00	\$20.00	\$2,840.00

Tops in Team Building

Recruiter	New Team Mbrs	YTD Comm
1 Teresa D. Lynn	1	\$58.63
2 Mirta Schiessl	1	\$36.83
3 Trina Elswick	1	\$36.29
4 Ashley D. Kirby	1	\$27.79
5 Holly J. Dix	5	\$903.89



Queen's Court of Sales!
\$36,000 retail
July 1, 2012 — June 30, 2013

Queen's Court of Sharing!
24 New Team Members
July 1, 2012 — June 30, 2013



Aim for the Stars!

**Congrats
3rd Quarter
STARS!**

DIAMOND

Holly J. Dix

RUBY

Robyn
Engelman
Tammy Benson
Gina Tomlinson

SAPPHIRE

Alison D. Meyer
Aletheia Patino
Jenna L. Salter
Jamie G Smith
Ashley D. Kirby

On-Target \$tar Consultants!

March 16 - June 15, 2013



Consultant Name	Current Production	Sapphire	—Wholesale Production Needed for Star—			
			Ruby	Diamond	Emerald	Pearl
LEE HEATON	\$1,800.25	STAR	\$599.75	\$1,199.75	\$1,799.75	\$2,999.75
HOLLY DIX	\$1,214.25	\$585.75	\$1,185.75	\$1,785.75	\$2,385.75	\$3,585.75
ERICA HARPER	\$916.25	\$883.75	\$1,483.75	\$2,083.75	\$2,683.75	\$3,883.75
JANET THILMONY	\$824.75	\$975.25	\$1,575.25	\$2,175.25	\$2,775.25	\$3,975.25
DIONE DICKERSON	\$694.75	\$1,105.25	\$1,705.25	\$2,305.25	\$2,905.25	\$4,105.25
DANA NAGLE	\$580.25	\$1,219.75	\$1,819.75	\$2,419.75	\$3,019.75	\$4,219.75
MICHELE SCHWARTZ	\$433.50	\$1,366.50	\$1,966.50	\$2,566.50	\$3,166.50	\$4,366.50



**Stars Drive Cars!!
Which Car is in Your Future?!**

July 2013



Birthdays	Day
Kristen V. Turner	1
Stephanie M. Thomas	5
Rosa Cavazos	9
Christi M. Crawford	15
Gina Ruff	21
Lisa A. Thomas	21
Jessica Cannon	24
Kisha M. Greenman	24
Summer King	25



Anniversaries	Years
Angela Paige	2
Ashley Cason	1
Amanda Deagan	1
Teresa D. Lynn	1
Allyson L. Adkins	1

Celebrate!!

Pink Cadi-Shack

**Kings Avenue Executive Park
1715 South Kings Ave.
Brandon, FL 33511**

June 2013—Pink Cadi-Shack Events



LearnMK,
Achieve,
Succeed™

Tue Wed Thu Fri Sat

MARKETING CALLS AVAILABLE EVERY DAY!

641-715-3840 CODE: 802180#

2	3	4	5	6	7	8
	SUCCESS MEETING	SUCCESS MEETING		<u>"Fresh New Faces" w/ Microderm @Noon w/Liz</u> SUCCESS MEETING		
				MEETING Grad Night 10% off		
9	10	11	12	13	14	15
<u>"Summer Glow" @3 w/Tammy</u> SUCCESS MEETING	<u>"Monday Morning" Mkvrs @10 w/Holly</u> SUCCESS MEETING	<u>"Lunch Break" Mkvrs @12 w/Joyce</u> SUCCESS MEETING	<u>"Lunch Break" Mkvrs @12 w/Joyce</u> SUCCESS MEETING	<u>"Fresh New Faces" w/ Microderm @Noon w/Liz</u> SUCCESS MEETING	<u>SCC in SPANISH "Colores de Verano" @noon w/Nelly</u>	
						Beach Party
16	17	18	19	20	21	22
	SUCCESS MEETING	SUCCESS MEETING	SUCCESS MEETING	<u>"SUMMER" SCC @2pm w/Claudia</u> SUCCESS MEETING	<u>7pm "SPA Night" w/Gina</u>	
				MEETING Customer/Hostess		
23	24	25	26	27	28	29
	SUCCESS MEETING	SUCCESS MEETING	SUCCESS MEETING	SUCCESS MEETING	SUCCESS MEETING	
				MEETING Appreciation Night		
						Pajama Party
30						

IMPORTANT! PLEASE RSVP
by 9pm the evening prior of the event to BOTH your director & hosting PCS Director of event you are RSVPing for.
Pink Cadi-Shack Directors
(All are 813 area codes)
Joyce Recenello 727-7465
Liz K wetkauskie 486-6340
Holly Dix 787-4510
Claudia Polanco 625-0865
Nelly Polanco 714-1797
Karla Shuman 956-6189
Tammy Benson 344-6324
Gina Tomlinson 323-2586



Dazzling Daisies!

Holly Dix

Mary Kay Sales Director
11212 Creek Haven Dr
Riverview, FL 33569

Phone: 813-787-4510
E-mail: hollydixmk@gmail.com

To the Remarkable...

Highlights this Month:

May Results, June, 2013

- ◆ Quarter 4 Star Consultant Quarterly Contest (March 16 - June 15, 2013)
- ◆ Class of 2013 Offspring Challenge (through July 1, 2013)
- ◆ It's Raining Red Team-Building Challenge (March 1 - June 30, 2013)
- ◆ One Woman Can Necklace Promotion (June 1-30, 2013)



Words of Wisdom

Surround yourself with people who are achieving success and emulate them. Analyze and seek their counsel. Standards of excellence should affect every area of our lives.

~Mary Kay Ash

