



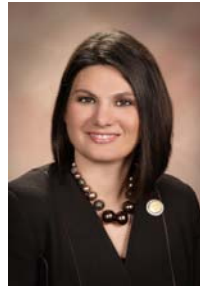
# Vivian's VisionAire

Cadillac winning National Area Inner Circle bound  
June 2013 Results



## Directors with Cadillac production

DIRECTORAS CON PRODUCCION DE CADILAC



Orenda Hunniford  
\$26,917.75



Jessica Anderson  
\$26,231.00



Ruth Everhart  
\$25,595.25



Jennifer Levitt  
\$21,470.50

## \$10,000 Club



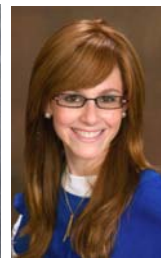
Valerie Goldston  
\$15,460.50



Kristina Pernfors  
\$12,054.75



Mali Nakdimen  
\$12,000.50



Chaya Suri Klein  
\$11,794.00



Meredith Taylor  
\$11,156.50



Fraidel Klein  
\$11,063.50



Isabel MacGloan  
\$10,511.75

## "20 20 Win"

New 2014 Club .  
\$20,000 and  
20 new recruits  
per month.



Ruth  
Everhart

## Congratulations!!



Hannah Brunner  
New Director



Maggie Segneri as a Sr.  
Sales Director

# “MOVING ON UP TO NSD”

## “Directoras Moviendo para NSD”.

MARY KAY INC.  
 16251 Dallas Parkway  
 Addison, Texas 75001  
 Phone: (972) 687-4400

Date June 31, 2013

**NON NEGOTIABLE**

Pay Exactly: **twenty-five thousand seven hundred forty-one and 03 / 100** \$ **25,741.03**

**PAY TO THE ORDER OF** **Vivian Diaz**

**NON NEGOTIABLE**



**Elite Executive Senior Sales Director :**  
 Position available  
 posición disponible  
**Future Ex. Sr. Sales Director**

**NSD:**  
 position available  
 posición disponible

**Executive Sr. Sales Director**  
**Ruth Everhart**  
**7 Sales Director**



**Ilana Prager**  
**3 Sales Director**



**Claudia Polanco**  
**3 Sales Director**



**Maggie Segneri**  
**3 Sales Director**

**Personal Recruiting Directors**

Irma Nunez	5
Valerie Goldston	5
Isabel MacGloan	4
Antonella Miccarelli	3
Maggie Segneri	3
Jessica Anderson	3
Hilda Noemi Caballer	3
Mali Nakdimen	3
Nancy Morabito	2
Meredith Taylor	2
Ester Barahona	2
Alejandra Alvarado	2
Kristina Pernfors	2
Nalda Polanco	2
Jennifer Levitt	2
Ingrid Hernandez	2
Orenda Hunniford	1
Julie Hunniford	1
Adelaide McKeever	1
Holly Dix	1
Brandy Harlan	1
Chaya Suri Klein	1
Emily Stalf	1
Tammy Benson	1
Fraidel Klein	1
Hannah Brunner	1
Daria Rocco	1



**Irma Nunez**



**Valerie Goldston**

### Senior Sales Director :

- Daria Rocco** 2 Directors
- Orenda Hunniford** 2 Director
- Holly Dix** 2 directors
- Jessica Anderson** 2 Director
- Jennifer Levitt** 2 Director
- Nancy Morabito** 1 Director
- Chaya Suri Klein** 1 Director
- Antonella Micarelli** 1 Director



**YTD Adjusted Seminar Retail**  
**FROM JULY 2012**  
**TO JULY 2013**  
**CAMINO A LOS CLUBES DE UNIDAD**

**Sales Director    YTD Unit**

Jessica Anderson	\$562,261
Jennifer Levitt	\$531,864
Ruth Everhart	\$481,546
Chaya Suri Klein	\$418,492
Orenda Hunniford	\$395,555
Kristina Pernfors	\$283,625
Meredith Taylor	\$238,357
Antonella Miccarelli	\$226,054
Maggie Segneri	\$206,308
Daria Rocco	\$189,302
Mali Nakdimen	\$184,863
Holly Dix	\$179,467
Lisa-Marie Hintze	\$163,921
Hilda Caballero	\$161,550
Valerie Goldston	\$152,040
Adelaide McKeever	\$151,132
Julie Hunniford	\$135,839
Wendy Coffey	\$134,561

**Highest Ever Retail**  
**\$10,000+**  
**PRODUCCION MAS ALTA EN SU CARRERA**



**Isabel MacGloan**

**\$22,723**



**Hannah Brunner**

**\$11,372**

*Instead of worrying about what people say of you, why not spend time trying to accomplish something they will admire.*

*~ Dale Carnegie*



**\$4,000+**

**Unit Wholesale!**  
**PRODUCCION DE UNIDAD DEL MES**

Orenda Hunniford	\$26,917.75
Jessica Anderson	\$26,231.00
Ruth Everhart	\$25,595.25
Jennifer Levitt	\$21,470.50
Valerie Goldston	\$15,460.50
Kristina Pernfors	\$12,054.75
Mali Nakdimen	\$12,000.50
Chaya Suri Klein	\$11,794.00
Meredith Taylor	\$11,156.50
Fraidel Klein	\$11,063.50
Isabel MacGloan	\$10,511.75
Daria Rocco	\$9,741.00
Wendy Coffey	\$8,089.00
Antonella Miccarelli	\$6,655.50
Emily Stalf	\$6,424.00
Holly Dix	\$5,830.50
Irma Nunez	\$5,655.75
Kivian Diaz-Harris	\$5,631.75
Noemi Caballero	\$5,536.75
Hannah Brunner	\$5,354.75
Lisa-Marie Hintze	\$5,013.50
Tammy Benson	\$5,006.00
Maggie Segneri	\$5,001.50
Ester Barahona	\$5,000.50
Alejandra Alvarado	\$5,000.00
Brandy Harlan	\$4,761.00
Myrna Gomez	\$4,368.75
Julie Hunniford	\$4,170.50
Nancy Morabito	\$4,146.00
Adelaide McKeever	\$4,087.25
Claudia Polanco	\$4,052.00
Ingrid Hernandez	\$4,016.00
Gina Tomlinson	\$4,000.50

# CADILLAC Driving in Style

## Manejando en Estilo



Ruth  
Everhart



Orenda  
Hunniford



Jessica  
Anderson



Jennifer  
Levitt



Chaya Suri  
Klein

## Premier Club Plus Winners



Lisa  
Hintze



Meredith  
Taylor



Fraidel  
Klein

## Premier Club Winners Ganadoras del Club de Primera

Antonella Miccarelli, Ilana Prager  
Ester Barahona, Maggie Segneri, Julie Hunniford  
Kristina Pernfors, Claudia Polanco, Holly Dix  
Mali Nakdimen, Valerie Goldston, Daria Rocco



## Area DIQs

DIQs del Area



DIRECTOR IN QUALIFICATION SENIOR

Wendy Lemacks	Jessica Anderson
Niurka Angles	Ruth Everhart
Beth Malave	Ruth Everhart
Jamie McKinley	Ruth Everhart
Nina Galy	Valerie Goldston
Mindy Cremont	Brandy Harlan
Miriam Kibler	Orenda Hunniford
Chanie Weinberg	Chaya Suri Klein
Laurette Etelier	Isabel MacGloan
Miryam Levovitz	Mali Nakdimen
Roxanne Rich	Daria Rocco

## August

### Happy Birthday

Lisa-Marie Hintze	6th
Myrna Gomez	7th
Wendy Coffey	12th

### iii Congratulations!!!

### iii Unit Aniversaries!!!

Irma Nunez	9
Ruth Everhart	6
Myrna Gomez	5
Claudia Polanco	2
Karla Shuman	1

# Personal business with great results

## Negocio Personal con resultados fantásticos



### 13% Club Checks

### Monthly Personal Wholesale

### YTD Unit Recruiting

### Monthly Director Commission

Build your team!

TOP

TOP

Qual Total

TOP

Jennifer Levitt	\$1,683
Jessica Anderson	\$1,585
Fraidel Klein	\$999
Holly Dix	\$967
Mali Nakdimen	\$957
Chaya Suri Klein	\$925
Valerie Goldston	\$632
Maggie Segneri	\$628
Meredith Taylor	\$627
Orenda Hunniford	\$591
Kristina Pernfors	\$556
Isabel MacGloan	\$552
Ester Barahona	\$540
Irma Nunez	\$533
Claudia Polanco	\$417
Wendy Coffey	\$396
Antonella Miccarelli	\$364
Noemi Caballero	\$359
Daria Rocco	\$349

Jennifer Levitt	\$5,611
Wendy Coffey	\$4,079
Meredith Taylor	\$3,818
Fraidel Klein	\$2,575
Kristina Pernfors	\$2,223
Lisa-Marie Hintze	\$2,188
Tammy Benson	\$1,997
Orenda Hunniford	\$1,562
Alejandra Alvarado	\$1,502
Myrna Gomez	\$1,382
Hannah Brunner	\$1,262
Chaya Suri Klein	\$1,114
Karina Schulz	\$950
Jessica Anderson	\$939
Brandy Harlan	\$932
Karla Shuman	\$916
Maggie Segneri	\$894
Kivian Diaz-Harris	\$889
Gina Tomlinson	\$849
Mali Nakdimen	\$767
Valerie Goldston	\$761
Daria Rocco	\$734

Jessica Anderson	87	195
Ruth Everhart	66	174
Hilda Noemi Caballero	63	115
Jennifer Levitt	49	92
Chaya Suri Klein	39	61
Mali Nakdimen	39	55
Irma Nunez	38	53
Holly Dix	35	93
Valerie Goldston	34	76
Orenda Hunniford	32	89
Ester Barahona	32	37
Antonella Miccarelli	31	61
Emily Stalf	22	41
Maggie Segneri	21	60
Daria Rocco	21	41
Kristina Pernfors	19	34
Nalda Polanco	19	24
Ingrid Hernandez	18	32
Adelaide McKeever	15	28
Wendy Coffey	15	29
Isabel MacGloan	14	36
Fraidel Klein	14	10
Brandy Harlan	13	45
Marcia Szollosy	12	49
Meredith Taylor	11	44
Claudia Polanco	10	65
Karla Shuman	10	42
Kivian Diaz-Harris	9	26
Tammy Benson	7	23
Gina Tomlinson	7	17
Myrna Gomez	6	24
Julie Hunniford	6	29
Ilana Prager	5	13
Nancy Morabito	5	9
Alejandra Alvarado	4	24
Karina Schulz	2	3
Hannah Brunner	1	5
Lisa-Marie Hintze	1	24
Wanda Renee Winkfiel	1	17

Ruth Everhart	\$10,959.19
Jessica Anderson	\$9,788.93
Jennifer Levitt	\$9,617.00
Orenda Hunniford	\$8,203.47
Chaya Suri Klein	\$6,038.58
Valerie Goldston	\$5,042.00
Fraidel Klein	\$5,037.34
Mali Nakdimen	\$4,817.07
Isabel MacGloan	\$4,018.87
Maggie Segneri	\$3,859.89
Kristina Pernfors	\$3,722.71
Daria Rocco	\$3,347.02
Meredith Taylor	\$3,277.41
Irma Nunez	\$2,768.64
Holly Dix	\$2,684.78
Wendy Coffey	\$2,347.26
Antonella Miccarelli	\$2,296.71
Ester Barahona	\$2,289.67
Hilda Noemi Caballero	\$2,178.35
Emily Stalf	\$1,819.40
Alejandra Alvarado	\$1,508.67
Hannah Brunner	\$1,486.48
Lisa-Marie Hintze	\$1,448.62
Kivian Diaz-Harris	\$1,396.22
Adelaide McKeever	\$1,384.16
Tammy Benson	\$1,341.83
Claudia Polanco	\$1,206.05
Nancy Morabito	\$1,029.69



# Working with Passion, Focus & Energy! Trabajando con pasion, enfoque y energia!



## Unit Recruiting For June

Ruth Everhart	24
Orenda Hunniford	15
Jessica Anderson	15
Isabel MacGloan	15
Valerie Goldston	15
Mali Nakdimen	11
Brandy Harlan	8
Jennifer Levitt	6
Irma Nunez	5
Antonella Miccarelli	5
Maggie Segneri	5
Kristina Pernfors	5
Chaya Suri Klein	5
Hannah Brunner	5
Ingrid Hernandez	4
Meredith Taylor	3
Alejandra Alvarado	3
Adelaide McKeever	3
Holly Dix	3
Hilda Noemi Caballero	3
Emily Stalf	3
Tammy Benson	3
Gina Tomlinson	3
Daria Rocco	3
Nancy Morabito	2
Ester Barahona	2
Julie Hunniford	2
Wanda Renee Winkfiel	2
Nalda Polanco	2
Wendy Coffey	2
Ilana Prager	1
Lisa-Marie Hintze	1
Kivian Diaz-Harris	1
Claudia Polanco	1
Karina Schulz	1
Fraidel Klein	1



## Current Unit Size

Size is Key!! Work those numbers

Ruth Everhart	211
Jessica Anderson	164
Orenda Hunniford	139
Valerie Goldston	97
Meredith Taylor	78
Daria Rocco	75
Hilda Noemi Caballero	73
Lisa-Marie Hintze	69
Irma Nunez	64
Claudia Polanco	63
Mali Nakdimen	59
Chaya Suri Klein	55
Emily Stalf	53
Brandy Harlan	52
Jennifer Levitt	50
Antonella Miccarelli	49
Isabel MacGloan	48
Kristina Pernfors	47
Maggie Segneri	45
Julie Hunniford	43
Adelaide McKeever	42
Kivian Diaz-Harris	40
Hannah Brunner	40



## Unit Volume Bonus

Maximize your Income!

Orenda Hunniford	\$2,600.00
Jessica Anderson	\$2,600.00
Ruth Everhart	\$2,500.00
Jennifer Levitt	\$2,100.00
Valerie Goldston	\$1,500.00
Kristina Pernfors	\$1,200.00
Mali Nakdimen	\$1,200.00
Chaya Suri Klein	\$1,100.00
Meredith Taylor	\$1,100.00
Fraidel Klein	\$1,100.00
Isabel MacGloan	\$1,000.00
Daria Rocco	\$900.00
Wendy Coffey	\$800.00
Antonella Miccarelli	\$600.00
Emily Stalf	\$600.00
Holly Dix	\$500.00
Irma Nunez	\$500.00
Kivian Diaz-Harris	\$500.00
Noemi Caballero	\$500.00
Hannah Brunner	\$500.00
Lisa-Marie Hintze	\$500.00
Tammy Benson	\$500.00
Maggie Segneri	\$500.00
Ester Barahona	\$500.00
Alejandra Alvarado	\$500.00

# Area Court of Sales Consultants — YTD

## CORTE DE VENTAS CONSULTORAS

YTD 1 de July 2011 — 30 June 2012

Consultant	Director	Retail	Wholesale
<i>Tina Schaible</i>	<i>Kristina Pernfors Unit</i>	<i>\$62,262</i>	<i>\$29,648</i>
<i>Esther Ginsberg</i>	<i>Chaya Suri Klein Unit</i>	<i>\$57,484</i>	<i>\$28,399</i>
<i>Mark Silver</i>	<i>Chaya Suri Klein Unit</i>	<i>\$48,694</i>	<i>\$28,186</i>
<i>Tina Amundson</i>	<i>Kristina Pernfors Unit</i>	<i>\$36,154</i>	<i>\$17,459</i>
<i>Malkita Rosenfeld</i>	<i>Jennifer Levitt Unit</i>	<i>\$36,042</i>	<i>\$17,165</i>
<i>Ruth Lebovits</i>	<i>Vivian Diaz Unit</i>	<i>\$36,033</i>	<i>\$17,602</i>
Roxanne Rich	Daria Rocco Unit	\$27,496	\$13,128
Hendy Fried	Jennifer Levitt Unit	\$24,425	\$11,822
Willeen Buchholz	Meredith Taylor Unit	\$21,910	\$10,522
Rivka Alfih	Fraidel Klein Unit	\$20,950	\$10,000
Jodi Rivett	Meredith Taylor Unit	\$20,314	\$9,864
Chanie Weinberg	Chaya Suri Klein Unit	\$19,723	\$9,647
Karen Alerte	Kristina Pernfors Unit	\$19,590	\$9,480
Teressa Spenard	Orenda Hunniford Unit	\$19,542	\$9,070
Jamie McKinley	Ruth Everhart Unit	\$18,789	\$9,122
Alida Verdone	Vivian Diaz Unit	\$18,310	\$8,560

# Area Court of Sharing Directors— YTD

## CORTE DE RECLUTAMIENTO DIRECTORAS

YTD 1 de July 2011 — 30 June 2012

Consultant	Unit	Commission	Recruits
<i>Fraidel Klein</i>	<i>Unit Director</i>		<i>\$8,850 24</i>
<i>Mali Nakdimen</i>	<i>Unit Director</i>		<i>\$6,268 24</i>
<i>Jessica Anderson</i>	<i>Unit Director</i>		<i>\$6,256 25</i>
<i>Hilda Noemi Caballero</i>	<i>Unit Director</i>		<i>\$4,277 43</i>
<i>Ester Barahona</i>	<i>Unit Director</i>		<i>\$2,174 24</i>
<i>Irma Nunez</i>	<i>Unit Director</i>		<i>\$1,937 24</i>
Valerie Goldston	Unit Director		\$5,467 18
Antonella Miccarelli	Unit Director		\$2,366 15
Nalda Polanco	Unit Director		\$1,188 14
Ingrid Hernandez	Unit Director		\$1,730 12

# Area Court of Sales Directors — Top 10

## CORTE DE VENTAS DIRECTORAS

Sales Director	Retail	Wholesale
<i>Lisa-Marie Hintze</i>	<i>\$48,668</i>	<i>\$23,019</i>
<i>Chaya Suri Klein</i>	<i>\$45,331</i>	<i>\$21,851</i>
<i>Kristina Pernfors</i>	<i>\$43,963</i>	<i>\$20,982</i>
<i>Orenda Hunniford</i>	<i>\$39,820</i>	<i>\$19,001</i>
<i>Wendy Coffey</i>	<i>\$36,635</i>	<i>\$17,473</i>
<i>Jennifer Levitt</i>	<i>\$36,360</i>	<i>\$17,435</i>
<i>Meredith Taylor</i>	<i>\$36,115</i>	<i>\$17,378</i>
<i>Fraidel Klein</i>	<i>\$36,054</i>	<i>\$17,562</i>



*¡Reina de la Corte de Ventas!*  
**\$36,000 menudeo**  
 1 Julio, 2012—30 de Junio, 2013

*Queen's Court of Sales!*  
**\$36,000 retail**  
 July 1, 2012 — June 30, 2013  
 See website for more prizes!

# Rookie of the Year Overall Unit



<u>Rank</u>	<u>Name</u>
1	Valerie T. Goldston
2	Chaya Suri Klein
3	Jennifer Levitt
4	Mali Nakdimen
5	Hilda Noemi Caballero

# Most Improved Overall Unit



<u>Rank</u>	<u>Name</u>	<u>Overall Change</u>
1	Maggie R. Segneri	303.00%
2	MYRLLA PINTO LIMA	257.70%
3	Kivian Diaz-Harris	147.40%
4	Jessica M. Anderson	146.70%
5	Daria A. Rocco	141.60%



Myrlla Lima

## Brazilian Directors

Paula Maricia Menezes

# What's Behind the Curtain?

By Ann Vertel, [www.UnitCoach.com](http://www.UnitCoach.com)

Have you ever stood on a stage behind a big, velvet curtain? It's nothing less than exhilarating. You can actually hear your heart pounding. You listen to the hum of the crowd on the other side waiting for the performance to begin. You run over your lines for the millionth time, take a deep breath, and step through the curtain opening.

It's like stepping into another world. Everything on the other side is different.

The mere act of stepping through the curtain sets you apart from all the others who remain backstage. You are no longer swimming in potential. The fear you felt behind the curtain actually remains there when you step through.

At first it can feel frightening and lonely in front of the curtain. It's all you. But the more times you step out there, the easier it becomes until one day you no longer feel at home backstage.

Your place is center stage.  
You were meant to shine.

No one is going to push you through the curtain - that step is yours to take.

What does your curtain look like? What hangs between you and your success? Is it fear of rejection? Lack of permission? Those reasons are not real - they exist entirely in your head. Rejection is how you perceive it. You don't need permission. And no one will get hurt when you become a success.

If you never step through the curtain, you will not know the thunderous applause that is reserved for a star and you must forever content yourself with filing the role of the understudy.

The show is ready to begin - what are you waiting for?





## New Director Tracking

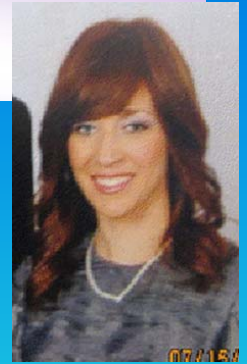
### On The Move

\$15,000+ in adjusted unit wholesale

- Add 3+ personal qualified team members during the contest period

**By the end of the third month following your debut date:**

Director	Contest Month	Wholesale Needed	Q Recruits Needed
Fraidel Klein	Final Totals	WINNER	WINNER
Hannah Brunner	2nd	\$9,469.50	3
Miriam Kibler	1st	\$15,000.00	3



## Fabulous 50s Club

- 50+ Unit Members
- \$30,000+ adjusted unit wholesale

**By the end of the sixth month following your debut date:**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Karina Schulz	6th	\$16,709.00	33
Valerie Goldston	6th	whs met	mbrs met
Fraidel Klein	4th	whs met	18
Hannah Brunner	2nd	\$24,469.50	10
Miriam Kibler	1st	\$30,000.00	23

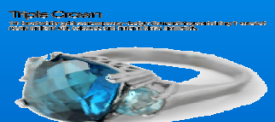


## Honors Society

- \$60,000 Adjusted Unit Wholesale
- 50+ Unit Members

**At One Year from Debut Date**

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Chaya Suri Klein	Final Totals	WINNER	WINNER
Karla Shuman	12th	\$29,804.55	31
Ingrid Hernandez	11th	\$19,977.35	16
Mali Nakdimen	11th	whs met	mbrs met
Emily Stalf	10th	\$4,798.85	1
Isabel MacGloan	7th	\$29,292.00	3
Tammy Benson	7th	\$34,425.75	20
Gina Tomlinson	7th	\$40,099.50	18
Karina Schulz	6th	\$46,709.00	33
Valerie Goldston	6th	whs met	mbrs met
Fraidel Klein	4th	\$14,075.25	18
Hannah Brunner	2nd	\$54,469.50	10
Miriam Kibler	1st	\$60,000.00	23



# 7 Habits to Make You a Highly Effective Director

by NSD Joan Rector

1. MAKE THE FIRST PHONE CALL EVERY MORNING A RECRUITING CALL.  
This business requires and rewards focus. The way you start your day is critical to the whole day's focus. By scheduling an interview or following up on one, you start your day with THE most important task and set the tone for the day.
2. DO AN INTERVIEW A DAY - it can be for yourself or for a unit member; it can be a power lunch (or breakfast), it can be a part of a facial or class; it can be part of making a delivery to a good customer. Make a habit of selling the opportunity EVERYDAY – NOT just idle chatter - CLOSE! Just as you sell the product and ask for the check, finish the interview by asking for the check. Expect it just as YOU assume the sale with the cosmetics.)
3. USE THE WEEKLY PLAN SHEET & 6 MOST IMPORTANT THINGS LIST.  
These simple tools are the key to being organized (defined as getting the important things done on time). Mary Kay's flexibility is a blessing, but it often gets "flexed" out of the way in favor of other "stuff" that grabs our attention. Once we're distracted, the day can get away from us. And the week...and the month! Decide on Sunday when exactly during the next week you intend to work at your desk, when you intend to have your appointments, and when you can be available for your consultants. Then book appointments into the proper time slots. And each day, religiously, use the "6 MOST IMPORTANT THINGS LIST," doing tasks in order of priority keeps you focused and efficient. Take charge of your time...you'll get so much more done! And you won't be so frazzled.
4. FINISH WHATEVER YOU START. Don't try to do several things at once, you'll just find yourself with a bunch of half-done projects. If you're interrupted; go right back to the task at hand (if you're following the "6 MOST IMPORTANT THINGS" list, it'll automatically be the top priority item).
5. RESERVE SPECIFIC TIME SLOTS DURING WHICH YOU ALWAYS ANSWER THE PHONE. Voice mail helps protect you from interruption, but to those who are calling, nothing is quite so aggravating as knowing they'll ALWAYS get it and never YOU.
6. HAVE A PRODUCTION AND RECRUITING GOAL EACH MONTH and check-points weekly. Don't get a "surprise" check. And don't be surprised that the end of the month happens so fast! Plan ahead and start at the beginning of the month. Remember back how you stayed on top of it when you were a DIQ - It's just as important now!
7. GENERATE NOT LESS THAN \$4000 IN NEW RECRUIT PRODUCTION EACH MONTH. This ensures that your unit grows, that you cover the minimum requirement, and that you aren't alienating your people by "pulling production". This will greatly reduce stress!!!

*This year embrace change and  
become that Director you dream  
about! You can do it!  
Love, Vivian*



# Are you doing what Top Directors do?

*Directors... give yourself 5 points for each thing that you consistently do...*

*From NSD Linda Scott's Newsletter*

1. Set a production and recruiting goal for each month (or at the end of the previous month for the month coming up).
2. Plan promotions so that the consultants know in a timely manner.
3. Send a monthly newsletter to your consultants, your Sr. Director, and your NSD.
4. Each month, include a recruiting promotion, not just a selling or wholesale promotion. The growth of your unit is most important to your success. No less than 10 a month.
5. Set a goal for the number of people you want to move up to Sr. Consultant, Star Recruiter, etc... and work with your Top 5 consultants for each month. They will change from month to month.
6. Have a hot selling, booking, or recruiting tip for your consultants when you talk to them.
7. Plan an exciting and fun meeting involving your people, to groom them for Directorship.
8. Send Birthday and Anniversary cards to your unit members.
9. Personally hold 3 skin care classes a week until your unit size is over 100-125.
10. Personally recruit 1-3 each month and promote your unit to do Queen's Court of Recruiting.
11. Always work based on the Golden Rule, respecting Mary Kay's rules, and always do right by the company, sister and consultants.
12. Consistently be a Star Consultant each quarter.
13. Know that the people you hang around with the most will affect your success. Seek out those who are in the positions you want to be in.
14. Ask for support, training and mentoring; it is a sign of success, not weakness. Top Directors always call each other for great ideas and support.
15. Top Directors make decisions, not excuses.
16. Top Directors have current goal posters all over the house and they tell everyone their goals knowing that talking about it is a commitment and an affirmation.
17. Top Directors speak and write into existence what they want.
18. Top Directors are "hands on" with their consultants, knowing that they will mentor them into a position of strength.
19. Top Directors work with a weekly plan sheet, an organizer and know the dates and rules of contests.
20. Top Directors delegate housekeeping, errands and other things that are not important to be done by them.
21. Top Directors spend 45% of time with superstars, 45% with new people, and 10% with the rest of the unit.
22. Top Directors use the 6 Most important Things List.
23. Top Directors listen to motivational tapes and read motivational books daily.
24. Top Directors send 3-5 postcards of encouragement each day.
25. Top Directors have a welcome packet in hand, for all new consultants.
26. Top Directors do the Marketing Plan at each Success Meeting and every event.
27. Top Directors are in the 13% Club each month.
28. Top Directors have the Unit Goal poster at the meeting and talk to their unit about Top Achievements, Cadillac, Top Trip, National Area, etc...
29. Top Directors paint the picture for consultants.
30. Top Directors work 40+ hours a week, knowing they can work hard for a short time and be rewarded for the rest of their life.

- ◆ *100 to 150 point: You are a Top Director on the way to National!*
- ◆ *75 to 100 points: PACK FOR THE TRIP!!*
- ◆ *60 points: You are just about there!*
- ◆ *45 points: You are on the verge of bursting out of your production status quo!*
- ◆ *30 points or less: You are at status quo and need to make some decisions that lead to changes...*



# watch! me grow!

July 1 – Dec. 31, 2013



Grow your unit and earn great rewards plus extra recognition at Leadership 2014. Independent Sales Directors will be rewarded at Leadership 2014 for increasing the size of their units by thirteen percent each month during the challenge period. A minimum of 24 unit members will be required to achieve the Watch Me Grow goal.



### *Rewards and Recognition*

Each Independent Sales Director who completes her Watch Me Grow goal at least five of the six months from July 1 to Dec. 31, 2013, will receive a name badge ribbon and standing recognition at Leadership 2014. Plus, she'll receive an invitation to the coveted Prize Party at Leadership 2014, where she will receive a dazzling necklace to match her beautiful 2013-2014 Independent Sales Director suit.

### *Know Your Goals!*

New goals will be calculated each month and tracked by each Independent Sales Director on Mary Kay InTouch®. The thirteen percent monthly unit goal will be calculated based on nonterminated unit members as of the beginning of each month.\*\* Please note that the monthly goal should be rounded to the nearest whole number.

**For NEW Independent Sales Directors** who debut during the contest period, their first month's goals will be based on their debuting units' size. Plus, new Independent Sales Directors will be required to meet their goals the following number of months in order to qualify for the above recognition.

If you debut:	You must achieve:
Aug. 1, 2013	4 out of 5 months
Sept. 1, 2013	3 out of 4 months
Oct. 1, 2013	2 out of 3 months
Nov. 1, 2013	1 out of 2 months
Dec. 1, 2013	1 out of 1 month

\*\*If there is a new offspring unit, the original unit size will be reset once the new offspring has been debuted. The new Independent Sales Director will receive her own unit goal. This will happen by the 10th of the month in which the debut takes place.

To receive an award, an Independent Sales Director must retain her Sales Director status through Jan. 31, 2014, and be in good standing with the Company at the time the award is presented.

# ¡mírame! crecer!

Del 1 de julio al 31 de Dic. de 2013



Desarrolla tu unidad y gana estupendas recompensas, además de reconocimiento extra en la Conferencia de Liderazgo 2014. Las Directoras de Ventas Independientes recibirán una recompensa en la Conferencia de Liderazgo 2014 por incrementar el tamaño de sus unidades un 13 por ciento cada mes durante el periodo del concurso\*. Un mínimo de 24 integrantes de unidad se requieren para lograr la meta Mírame crecer y recibir recompensas.



### **Recompensas y reconocimiento.**

Cada Directora de Ventas Independiente que cumpla con la meta de Mírame crecer en por lo menos cinco de los seis meses entre el 1 de julio al 31 de Dic. de 2013, recibirá una cinta para el gafete y reconocimiento de pie en la Conferencia de Liderazgo 2014. Además, recibirá una invitación para la prestigiosa Fiesta de Premios en la Conferencia de Liderazgo 2014, en donde recibirá un hermoso collar a juego con su bello traje de Directora de Ventas Independiente.

### **¡Conoce tus metas!**

Las nuevas metas se calcularán cada mes y cada Directora de Ventas Independiente les dará seguimiento en Mary Kay InTouch®. La meta de unidad mensual del 13 por ciento se calculará en base al número de integrantes de unidad sin status terminado al principio de cada mes\*\*. Nota que cada meta mensual debe ser redondeada al número entero más cercano.

**Para las NUEVAS Directoras de Ventas Independientes** que debuten durante el periodo del concurso, sus primeras metas mensuales serán en base al tamaño de su unidad debutante. Además, las nuevas Directoras de Ventas Independientes tendrán que cumplir con sus metas en los siguientes meses para poder calificar para el reconocimiento mencionado.

Si debutaste:  
1 de agosto de 2013  
1 de Sept. de 2013  
1 de Oct. de 2013  
1 de Nov. de 2013  
1 de Dic. de 2013

Debes lograr:  
4 de 5 meses  
3 de 4 meses  
2 de 3 meses  
1 de 2 meses  
1 de 1 meses

\*Para contar para la meta, una nueva integrante de equipo debe presentar su Acuerdo de Consultora de Belleza Independiente y un pedido mínimo de \$200 de la sección 1 al mayoreo que la Compañía reciba y acepte en el mismo mes de calendario dentro del periodo de concurso.

\*\*En el caso de surja una unidad descendiente, el tamaño de unidad original se reprogramará una vez que la nueva descendiente haya debutado. La nueva Directora de Ventas Independiente debutante recibirá su propia meta de unidad. Esto ocurrirá antes del día 10 del mes en que se efectúe el debut.

Para recibir un premio, una Directora de Ventas Independiente debe mantener su status de Directora de Ventas hasta el 31 de enero de 2014 y estar en buenos términos con la Compañía al momento de hacerle entrega del premio



**SEMINAR 2014 FILLED WITH VISIONAIRE'S S QUEENS**

# SEMINAR 2014 FILLED WITH VISIONAIRE'S S QUEENS





**SEMINAR 2014 FILLED WITH VISIONAIRE'S S QUEENS**



# "10 10 Win"

Continuing adding bees by having at least \$10,000 and 10 consultants in one month:



Orenda  
Hunniford



Jessica  
Anderson



Valerie  
Goldston



Mali  
Nakdimen



Isabel  
MacGloan



**SEMINAR 2014 FILLED WITH  
VISIONAIRE'S S QUEENS**

say

# ALOHA

on the 2014 Top Sales Director trip  
in Maui, Hawaii!

You can make your dreams come true with a simple  
15% increase in production each month!

	\$300,000	\$400,000	\$500,000	\$650,000	\$800,000	\$1,000,000
July	5,250	6,900	8,655	11,000	14,000	17,275
August	6,038	7,935	9,953	12,650	16,100	19,866
September	6,943	9,125	11,446	14,547	18,515	22,846
October	7,985	10,494	13,163	16,729	21,292	26,273
November	9,182	12,068	15,138	19,238	24,485	30,214
December	10,560	13,878	17,408	22,123	28,157	34,746
<b>YTD Wholesale</b>	<b>45,957</b>	<b>60,401</b>	<b>75,764</b>	<b>96,287</b>	<b>122,549</b>	<b>151,221</b>
<b>YTD Retail</b>	<b>91,914</b>	<b>120,802</b>	<b>151,527</b>	<b>192,574</b>	<b>245,098</b>	<b>302,442</b>
January	12,144	15,960	20,020	26,488	32,380	39,958
February	13,965	18,354	23,022	30,567	37,237	45,952
March	16,060	21,107	26,476	35,152	42,822	52,845
April	18,469	24,273	30,447	40,424	49,245	60,771
May	21,239	27,914	35,014	46,487	56,631	69,887
June	24,425	32,102	40,266	52,685	65,125	80,370
<b>YTD Wholesale</b>	<b>152,259</b>	<b>200,112</b>	<b>251,009</b>	<b>328,050</b>	<b>405,9989</b>	<b>501,004</b>
<b>YTD Retail</b>	<b>304,518</b>	<b>400,224</b>	<b>502,018</b>	<b>656,100</b>	<b>811,978</b>	<b>1,002,008</b>

## TOP SALES DIRECTOR TRIP

# MAUI, HAWAII

**\$650,000**

\$600,000

\$550,000

\$500,000

\$450,000

\$400,000

\$350,000

\$300,000

\$250,000

\$200,000

\$150,000

\$100,000

\$50,000

# TOP SALES DIRECTOR TRIP

## SAN FRANCISCO, CA & MAUI, HI



# SEMINAR 2013-2014 GOALS

## CAREER LEVEL & TEAM BUILDING:

total interviews/sharing appointments per month: \_\_\_\_\_  
 team building goal: \_\_\_\_\_ new team members per month  
 seminar 2014 career level goal: \_\_\_\_\_

career level	# active team members	car requirements:
senior consultant:	1	on-target car:
red jacket:	3	5 active with \$5,000 team w/s production
team leader:	5	
future director:	8	grand achiever:
d.i.q.:	10	\$20,000 team w/s production in 1-4 months

I will be a red jacket by (date): \_\_\_\_\_  
 I will be a sales director by (date): \_\_\_\_\_



## PERSONAL SALES

monthly retail goal: \_\_\_\_\_  
 total selling appointments each month: \_\_\_\_\_  
 monthly wholesale order goal: \_\_\_\_\_  
 customers: goal of \_\_\_\_\_ new customers each month  
 preferred customer program goal: \_\_\_\_\_ enrolled

## STAR CONSULTANT GOALS

sapphire: 1,800 diamond: 3,000 pearl: 4,800  
 ruby: 2,400 emerald: 3,600

quarter 1 \*june 16-september 15\* : \_\_\_\_\_  
 quarter 2 \*september 16- december 15\* : \_\_\_\_\_  
 quarter 3 \*december 16- march 15\* : \_\_\_\_\_  
 quarter 4 \*march 16- june 15\* : \_\_\_\_\_

\*a minimum \$600 w/s order each month will keep you on-target for star!

## SEMINAR RECOGNITION:

\* july 1, 2013-june 30, 2014 \*

queen's court of personal sales: \$36,000 retail



queen's court of sharing (24 new personal \*qualified)



\*total of \$600+ w/s orders must be received between 7/1/13-6/30/14

## {OTHER} GOALS: FILL 'EM IN HERE!

savings goal: \_\_\_\_\_ family goal: \_\_\_\_\_  
 other: \_\_\_\_\_

join the

## QUEEN'S COURT OF SHARING

24 PERSONAL QUALIFIED TEAM MEMBERS  
 JULY 1, 2013-JUNE 30, 2014

Complete each square with your new team members names.  
 Shade in the box when she accumulates \$600+ in wholesale orders

name: 1	name: 2	name: 3	name: 4
name: 5	name: 6	name: 7	name: 8
name: 9	name: 10	name: 11	name: 12
name: 13	name: 14	name: 15	name: 16
name: 17	name: 18	name: 19	name: 20
name: 21	name: 22	name: 23	name: 24



Which prize will you choose?

You can do it!

join the

## QUEEN'S COURT OF PERSONAL SALES

\$36,000 PERSONAL RETAIL PRODUCTION  
 JULY 1, 2013-JUNE 30, 2014

Track your progress and fill in a square for every \$500 wholesale/\$1,000 retail you order!

\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000
\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$12,000
\$13,000	\$14,000	\$15,000	\$16,000	\$17,000	\$18,000
\$19,000	\$20,000	\$21,000	\$22,000	\$23,000	\$24,000
\$25,000	\$26,000	\$27,000	\$28,000	\$29,000	\$30,000
\$31,000	\$32,000	\$33,000	\$34,000	\$35,000	\$36,000

Which prize will you choose?



# HOW TO BE IN A UNIT CLUB

1. I faithfully use a personal weekly plan sheet.
2. Before I go to bed each night, I write down my 6 Most Important Things List.
3. I listen to motivational tapes each day.
4. I write 5 to 10 postcards a day to my Unit Members.
5. I publish a monthly newsletter.
6. I plan my Unit Production at the beginning of each month.
7. By the 15th of the month, I have at least \$4,000 in production and 2 qualified recruits.
8. I talk with my top 5 Consultants at least twice a week.
9. I bring personal guests to every Unit Meeting.
10. I send birthday cards to my Unit Members.
11. I keep my personal goal poster in a location where I'll see it daily.
12. I have a fun challenge weekly.
13. I am a consistent member of the 13% Club.
14. Training classes are held every week regardless of weather.
15. I present the marketing plan every week for Consultants and guests.
16. I write a note to any Consultant who orders during the month.
17. I send welcome letter/packet to all new Consultants and their husbands, if any.
18. I hold personal selling appointments and work full-circle.
19. I consistently delegate portions of my Unit Meetings to my Top Achievers.
20. I only hang with positive people.



YOU CAN DO IT and YOUR UNIT DESERVES IT!!

## “Upcoming Events”

September 22<sup>nd</sup> Star Consultant Celebration for quarter ending on September 15<sup>th</sup>. Sr. Daria Rocco's Home located at 89 Ridgemont Dr., Hopewell Junction, NY...RSVP not later than September 19<sup>th</sup> 8452264916 or [dariarocco@gmail.com](mailto:dariarocco@gmail.com)

October AREA RETREAT / - Florida, Date to be announced by end of July

## Directors Meetings in Florida

August 9 – Bradenton, Fl. 11-2pm  
September 6 - Pink studio in Vero Beach 11-2pm  
September 20th Directors Meeting at the Crown Plaza in Suffern, 11am. DIQ's welcome.  
October 4 – Bradenton, Fl. 11-2pm  
November 1 – Pink Studio in Vero Beach  
December 6 – Bradenton, Fl. 11-2pm



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