



# Vivian's VisionAires



Results and recognition April 2014 - April 2014

## A Cadillac winning National Area - Inner Circle bound

### DIRECTORS IN THE TOP 2



Jennifer Levitt  
\$12,390.50



Meredith Taylor  
\$12,302.00

### Top 10 Year to day



1. Jennifer Levitt \$269,241
2. Mali Nakdimen \$252,401
3. Fraidel Klein \$246,912
4. Chaya Suri Klein \$232,420
5. Meredith Taylor \$204,082
6. Miryam Levovitz \$201,658
7. Kristina Pernfors \$187,502
8. Alejandra Alvarado \$153,582
9. Daria Rocco \$122,731
10. Kivian Diaz-Harris \$121,923

### 10 - 10 Club



Meredith Taylor

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



### #1 in personal recruiting



Mali Nakdimen

# “MOVING ON UP TO NSD”

## “Directoras Moviendo para NSD”.

### National Senior Sales Director Check : Vivian Diaz

nineteen thousand ninety-six and 78 / 100

\$ 19,096.78



### National Sales Director Check : Ruth Evehart

Executive Sr. Sales Director

position available  
posición disponible

fourteen thousand two hundred thirty-three and 52 / 100 fourteen

\$ 14,233.52

### Future Ex. Sr. Sales Director

#### Senior Sales Director :

- |                     |             |
|---------------------|-------------|
| Daria Rocco         | 2 Directors |
| Jennifer Levitt     | 2 Director  |
| Chaya Suri Klein    | 1 Director  |
| Antonella Micarelli | 1 Director  |
| Mali Nakdimen       | 1 Director  |
| Adelaide McKeever   | 1 Director  |



**Ilana  
Prager  
3 Sales  
Director**

## Personal Recruiting Directors



Mali Nakdimen  
8 new team  
member in April  
Gold Medal  
winner



Antonella Miccarelli  
4 new team  
member in April  
Silver Medal  
winner



Inocensia Hernandez  
4 new team  
member in April  
Silver Medal  
winner



Irma Nunez  
3 new team  
member in  
April  
Bronze Medal  
winner



Ester Barahona  
3 new team  
member in April  
Bronze Medal  
winner



Adelaide McKeever  
3 new team member  
in April  
Bronze Medal  
winner



Jennifer Levitt  
3 new team  
member in April  
Bronze Medal  
winner



Ingrid Hernandez  
3 new team  
member in April  
Bronze Medal  
winner



Miryam Levovitz  
3 new team  
member in April  
Bronze Medal  
winner

Meredith Taylor  
2 new team  
member in April

Karina Schulz  
2 new team  
member in April

Daria Rocco  
2 new team  
member in April

Nancy Morabito  
1 new team  
member in April

Alejandra Alvarado  
1 new team  
member in April

Chaya Suri Klein  
1 new team  
member in April



**YTD Adjusted Seminar Retail**  
**FROM JULY 2013**  
**TO JULY 2014**  
**CAMINO A LOS CLUBES DE UNIDAD**

Sales Director	YTD Unit
Jennifer Levitt	\$269,241
Mali Nakdimen	\$252,401
Fraidel Klein	\$246,912
Chaya Suri Klein	\$232,420
Meredith Taylor	\$204,082
Miryam Levovitz	\$201,658
Kristina Pernfors	\$187,502
Alejandra Alvarado	\$153,582
Daria Rocco	\$122,731
Kivian Diaz-Harris	\$121,923
Adelaide McKeever	\$103,236
Antonella Miccarelli	\$96,580
Ester Barahona	\$92,050
Irma Nunez	\$90,134



**\$4,000+**  
**Unit Wholesale!**

**PRODUCCION DE UNIDAD DEL MES**

Jennifer Levitt	\$12,390.50
Meredith Taylor	\$12,302.00
Fraidel Klein	\$8,251.00
Mali Nakdimen	\$7,272.25
Alejandra Alvarado	\$7,086.50
Kivian Diaz-Harris	\$6,092.75
Kristina Pernfors	\$6,041.50
Ester Barahona	\$5,395.00
Chaya Suri Klein	\$5,175.00
Ingrid Hernandez	\$5,053.50
Irma Nunez	\$5,006.75
Adelaide McKeever	\$5,003.25
Miryam Levovitz	\$5,002.50
Daria Rocco	\$5,002.50

**FORMULA Simple de Éxito para las Directoras!!**  
 Por NSD Vivian Diaz

Hay 7 actividades que necesitamos hacer todos los días con nuestro negocio!!! Necesitamos ENFOCARNOS y trabajar este negocio con una gran urgencia y la actitud de "hacerlo ahora, hacerlo ahora" y trabajar con una actitud de siempre hacer "un poco mas". El trabajo que haces HOY te va a dar un cambio significativo en dos de tres meses. Al contrario es también verdad, el trabajo que no haces hoy te va a dar resultados sin crecimiento ninguno. Si te concentras en estas 7 actividades vas a ver un cambio drástico y vas a empezar a tener éxito diariamente teniendo cheques grandes que te mereces. Enfócate en estas actividades diariamente con estas preguntas.

1. ¿Con cual consultora(s) Yo estoy trabajando hoy para que ella(s) crezcan en esta carrera?
2. ¿Cuántas reclutas personales estoy Yo agregando hoy?
3. ¿Cuántos reclutas de la UNIDAD estoy agregando hoy?
4. ¿Estoy vendiendo personalmente \$200 TODOS LOS DÍAS? Si hacemos esto diariamente por 30 días (30X\$200=\$6,000 retail/\$3,000 al por mayor)
5. ¿Tengo 2 o 3 citas personales hoy?
6. ¿Estás Tu consiguiendo nombres y números de 5 nuevas personas hoy y le estas dando seguimiento?
7. ¿Qué nuevo consultora estoy calificando hoy?

Guarda esto hoja en tu escritorio y trabájalo diariamente. Mientras mas de estas actividades hagas mas crecimiento vas a tener en tu unidad. Tu y tu familia se lo merecen.



# Driving in Style

Manejando en Estilo

# CADILLAC



Jennifer Levitt

Chaya Suri Klein



## Premier Club Plus Winners



Meredith Taylor

Fraidel Klein

Kristina Pernfors

Miryam Levovitz

Mali Nakdimen

## Premier Club Winners Ganadoras del Club de Primera



Antonella Miccarelli, Ilana Prager, Daria Rocco

# Brazilian Directors - Diretoras Brasileiras



MYRLLA PINTO LIMA

Unit Production 22,402  
 Personal Production 606  
 Unit team members 79  
 Unit Recruiting 1



PAULA MARCIA MENEZES DOS SANTOS

Unit Production 12,604  
 Personal Production  
 Unit team members 31  
 Unit Recruiting



MEIRE GRAVATA PINTO DE SOUZA

Unit Production 10,307  
 Personal Production  
 Unit team members 26  
 Unit Recruiting

# 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	\$1,335
Mali Nakdimen	\$842
Chaya Suri Klein	\$554
Daria Rocco	\$450
Kristina Pernfors	\$342
Fraidel Klein	\$331
Alejandra Alvarado	\$330
Meredith Taylor	\$292
Irma Nunez	\$268
Antonella Miccarelli	\$210

Antonella Miccarelli	\$1,905
Ingrid Hernandez	\$1,785
Alejandra Alvarado	\$1,518
Chaya Suri Klein	\$1,245
Kristina Pernfors	\$1,226
Jennifer Levitt	\$1,075
Daria Rocco	\$1,014
Irma Nunez	\$919
Miryam Levovitz	\$768
Meredith Taylor	\$658
Fraidel Klein	\$645
Kivian Diaz-Harris	\$619
Mali Nakdimen	\$604

Jennifer Levitt	32	56
Mali Nakdimen	32	73
Alejandra Alvarado	29	56
Ester Barahona	29	37
Miryam Levovitz	25	46
Fraidel Klein	21	31
Irma Nunez	19	26
Chaya Suri Klein	18	27
Adelaide McKeever	15	26
Meredith Taylor	14	47
Kristina Pernfors	11	31
Antonella Miccarelli	10	30
Daria Rocco	7	26
Ingrid Hernandez	7	22
Karina Schulz	7	19
Kivian Diaz-Harris	7	18

Jennifer Levitt	\$4,816.65
Meredith Taylor	\$3,591.14
Mali Nakdimen	\$2,795.95
Fraidel Klein	\$2,603.35
Ester Barahona	\$2,530.97
Adelaide McKeever	\$2,296.84
Ingrid Hernandez	\$2,051.13
Chaya Suri Klein	\$2,017.83
Alejandra Alvarado	\$1,981.62
Daria Rocco	\$1,925.94
Irma Nunez	\$1,918.65
Kristina Pernfors	\$1,827.27
Kivian Diaz-Harris	\$1,570.58
Miryam Levovitz	\$1,336.68



# Working with Passion, Focus & Energy! Trabajando con pasión, enfoque y energía!



## Unit Recruiting For last month

## Current Unit Size

## Unit Volume Bonus

Size is Key!! Work those numbers

Maximize your Income!

Mali Nakdimen	12
Meredith Taylor	11
Karina Schulz	9
Irma Nunez	8
Antonella Miccarelli	8
Alejandra Alvarado	8
Adelaide McKeever	8
Jennifer Levitt	7
Ester Barahona	6
Kristina Pernfors	6
Miryam Levovitz	5
Inocensia Hernandez	5
Daria Rocco	5
Kivian Diaz-Harris	4
Fraidel Klein	4
Ingrid Hernandez	3
Nancy Morabito	2
Ilana Prager	2
Chaya Suri Klein	1

Meredith Taylor	80
Jennifer Levitt	70
Daria Rocco	56
Miryam Levovitz	55
Fraidel Klein	51
Kristina Pernfors	48
Kivian Diaz-Harris	47
Mali Nakdimen	43
Irma Nunez	43
Antonella Miccarelli	43
Ester Barahona	41
Adelaide McKeever	36
Alejandra Alvarado	34
Chaya Suri Klein	30
Ilana Prager	30

Jennifer Levitt	\$1,200.00
Meredith Taylor	\$1,200.00
Fraidel Klein	\$800.00
Mali Nakdimen	\$700.00
Alejandra Alvarado	\$700.00
Kivian Diaz-Harris	\$600.00
Kristina Pernfors	\$600.00
Ester Barahona	\$500.00
Chaya Suri Klein	\$500.00
Ingrid Hernandez	\$500.00
Irma Nunez	\$500.00
Adelaide McKeever	\$500.00
Miryam Levovitz	\$500.00
Daria Rocco	\$500.00

# Area Court of Sales Consultants — YTD

## CORTE DE VENTAS CONSULTORAS

YTD 1 de July 2013 — 30 June 2014

Consultant	Director	Retail	Wholesale
Esther Ginsberg	Chaya Suri Klein Unit	\$73,441	\$34,394
Tina Schaible	Kristina Pernfors Unit	\$37,348	\$17,376
Ruth Lebovits	Vivian Diaz Unit	\$32,808	\$14,584
Malkita Rosenfeld	Jennifer Levitt Unit	\$31,557	\$14,116
Blimi Kaufman	Chaya Suri Klein Unit	\$24,399	\$11,520
Sima Neuhaus	Mali Nakdimen Unit	\$23,911	\$11,122
Nechama Briller	Fraidel Klein Unit	\$22,002	\$10,696
Judy Glucksman	Jennifer Levitt Unit	\$21,649	\$9,656
Rochel Jager	Jennifer Levitt Unit	\$21,094	\$9,209
Tina Amundson	Kristina Pernfors Unit	\$19,869	\$7,451
Chaya Knopf	Fraidel Klein Unit	\$19,035	\$7,963
Rebecca Getzler	Jennifer Levitt Unit	\$18,905	\$8,581
Patricia Xavier	Karina Schulz Unit	\$18,447	\$8,460
Myrna Gomez	Vivian Diaz Unit	\$18,411	\$7,858
Zisi Reiner	Mali Nakdimen Unit	\$17,724	\$7,012



¡Reina de la Corte de Ventas!  
**\$36,000 menudeo**  
1 Julio, 2013—30 de Junio, 2014

# Area Court of Sharing Directors— YTD

## CORTE DE RECLUTAMIENTO DIRECTORAS

YTD 1 de July 2013 — 30 June 2014

Consultant	Unit	Commission	Recruits
Ester Barahona	Unit Director	\$2,625	31
Inocencia Hernandez	Unit Director	\$1,674	17
Irma Nunez	Unit Director	\$1,533	16
Miryam Levovitz	Unit Director	\$3,320	13
Adelaide McKeever	Unit Director	\$1,526	12
Jennifer Levitt	Unit Director	\$3,612	12
Chaya Suri Klein	Unit Director	\$3,189	10
Fraidel Klein	Unit Director	\$3,731	10
Kristina Pernfors	Unit Director	\$1,139	10
Karina Schulz	Unit Director	\$1,327	7

# Area Court of Sales Directors — Top 10

## CORTE DE VENTAS DIRECTORAS

Sales Director	Retail	Wholesale
Kristina Pernfors	\$38,332	\$16,997
Chaya Suri Klein	\$33,392	\$15,095
Ingrid Hernandez	\$33,009	\$14,064
Alejandra Alvarado	\$32,267	\$13,878
Meredith Taylor	\$25,293	\$10,743
Antonella Miccarelli	\$23,317	\$11,077
Fraidel Klein	\$23,235	\$9,730
Daria Rocco	\$21,579	\$9,456
Jennifer Levitt	\$21,220	\$9,056

## 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	Unit Mbrs Needed
Gitta Pultman	3rd	\$7,231.50	3
Inocensia Hernandez	2nd	\$14,398.00	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
Gitta Pultman	3rd	\$22,231.50	25
Inocensia Hernandez	2nd	\$29,398.00	21

### Honors Society

- \$60,000 Adjusted Unit Wholesale

Director	Contest Month	Wholesale Needed	Unit Mbrs Needed
Miryam Levovitz	8th	whs met	2
Gitta Pultman	3rd	\$52,231.50	25
Inocensia Hernandez	2nd	\$59,398.00	21

# Area DIQs

DIRECTORA EN CALIFICACION      SENIOR

Myrna Gomez	Vivian Diaz
Nechama Briller	Fraidel Klein
Jodi Rivett	Meredith Taylor

# June

Happy Birthday

Adelaide McKeever	5th
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**iiiAnniversaries!!!**

Kristina Pernfors	3
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## Should I Go to Seminar???

by NSD Mary Pat Raynor

Every consultant in Mary Kay land is asking that question right now. I remember so vividly, 17 years ago when my Director told me to plan on going to Seminar. I had just quit my job to pursue MK full time. I was a brand new single mom. I had full responsibility for house payment and all expenses, including child care. I was emotionally devastated from the breakup of my marriage as were my daughters. (ages 8 & 10) I had no savings. AND... I had just submitted for DIQ (which meant that I would need to take an additional trip to Dallas the month following seminar...we went before DIQ in the former system.)

Now, honestly, what would you be thinking? I had only been with the company around 6 months at this point.....wouldn't you question the soundness of that decision? Besides, I had been to soooo many conferences and seminars in my educational background and quite frankly, I didn't care for them.

Did I intend for Mary Kay to be my life's work? I wanted it too. Yes! Was I nervous? Oh yes!!!! **Did I go? YES!** Think about this for a minute.....your future lies in your thought process surrounding this.....Your future will always be in the Yes's of this business, never in the no's. You are probably waiting to hear how much stronger I felt once the decision was made. I didn't. In fact, I cried most of the way down to Seminar, hiding my tears from my team members.

I was in a very fragile state emotionally, yet I knew those two little girls were counting on me to find the strength, courage and way to go forward with our life. The thoughts would keep creeping into my mind about the bills to be paid less than 4 days upon my return....house payment, tuition payment....food! My faith wasn't even that strong at that time of my business. We had a yard sale to raise part of the money for my two trips and *the girls sold their Barbie condo and donated the money for my trip.* It was OUR dream. It was OUR future.

I share this because it is so easy to look at me and look at the other Directors and assume...assume that the road was easier than yours.....assume that they couldn't possibly know what you are going through and how it feels to leave your children, to raise the money when you are soooo in debt.... to leave home in the middle of one of life's difficult passages...are you with me? Why in the world would I want to dedicate an entire message to this one question? Because...when you decide to make a way...find a way....and join us at Seminar.....

You will look at me with your eyes wide with amazement and voice inaudibly the words ..... "Thank you" and we will both know what you mean! You will be thankful because.....

- You will have a new vision for what YOU will be able to do with your business.
- You will no longer question whether or not this business is for you.
- You will learn how to save time and manage time better.
- Your energy level will increase dramatically for your goals.
- Your income will double, if not quadruple with the training you receive.
- Your thinking will transcend from the maybes to the will .
- You will meet women who will inspire you to new heights of thinking and acting.
- You will learn about your products and gain a new found confidence in sharing them.
- You will make very special friendships with women who will share the career path with you AND you will have more fun than you can possibly imagine!

If your current boss told you that a business seminar would take place this summer and you would be expected to go....you would simply make the arrangements. This is exactly what I want you to do with Seminar. Please don't question what will be the most life changing few days in your career. Make the arrangements. The only acceptable reasons for not attending are death and dilution.

Your future is much too important to ignore this. I want you there with me. **Remember Successful people are find-a-way, make-a-way women.** They have complications, they have stresses, yet they base their decisions on the future and what it holds, **not the present obstacles.**

I can't wait to tell your story, full of obstacles, that will inspire the masses next year at this time....and it will all boil down to the fact that you simply made the arrangements and went to Seminar.

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**"You were born to win...but to be a winner, you must plan to win, prepare to win, and expect to win."  
-ZIG ZIGLAR**

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# descubre lo que **AMAS**

## ¿Iré al Seminario?

por NSD Mary Pat Raynor

Todas las consultoras en la tierra de Mary Kay se están haciendo esta pregunta en estos momentos. Yo lo recuerdo vivamente, 17 años atrás cuando mi directora me dijo que planee mi asistencia al Seminario. Acababa de dejar mi trabajo para dedicarme a Mary Kay tiempo completo. Yo era una madre soltera nueva. Tenía la responsabilidad completa del pago de mi casa y todos los demás gastos, incluyendo el cuidado de mis niñas. Estaba emocionalmente devastada tanto yo como mis hijas por el rompimiento de mi matrimonio. (Edades 8 y 10) No tenía ahorros. Y acababa de empezar el DIQ (lo que significaba un viaje adicional a Dallas al mes siguiente del seminario ... nosotros íbamos en el mes anterior a DIQ en el sistema formal.) Ahora, honestamente, ¿Qué estarías pensando? Yo solo he estado con la compañía más o menos 6 meses a este punto ... ¿no te cuestionarías el sonido de esa decisión?, Además yo había estado en muchísimas conferencias y seminarios en mi formación educacional y francamente, A mí no me importaba. ¿Acaso yo intentaba que Mary Kay sea el trabajo de mi vida? Si eso era lo que yo quería. ¡Si! ¿Estaba nerviosa? ¡Por supuesto que sí! Y **¿Fui? ¡Si!** Piensa esto por un minuto, tu futuro se acuesta en tus pensamientos alrededor de ... Tu futuro siempre se basará en los "Sis" de tu negocio, nunca en los "Nos". Estarás esperando que te diga que fuerte me sentí al tomar esta decisión. Pero no fue así, lloré casi todo el camino hacia el Seminario, escondiendo las lágrimas de mis miembros del equipo.

Estaba en un momento emocional muy frágil, y sabía que esas dos pequeñas niñas estaban esperando que encontrara la fuerza, el coraje y la manera de salir adelante en la vida. Los pensamientos me atormentaban en la mente, ¡las cuentas por pagar, a menos de 4 días... de mi regreso, el pago de la casa, pago de tutoría ... comida! Mi Fe en mi negocio no estaba tan fuerte en ese momento. Tuvimos un "Yard Sale" para juntar parte el dinero necesario para mis dos viajes y las niñas vendieron su Casa de la Barbie y donaron el dinero para mis viajes. Era NUESTRO sueño. Era NUESTRO futuro. Yo comparto esto con ustedes por que es muy fácil mirarme y mirar a otras directoras y asumir ... asumir que el camino fue mucho mas fácil que el tuyo ... asumir que ellas no entienden por lo que estas pasando y lo difícil que es dejar a tus hijos, de encontrar el dinero necesario cuando estas llena de deudas ... de dejar tu casa en uno de los momentos mas difíciles de tu vida ... ¿Estas conmigo? ¿Por qué yo querría dedicar un mensaje entero en esta sola pregunta? Porque ... cuando tu decides tomar un camino ... encontrarás la manera ... y acompañanos en el Seminario ... ..

Tu me mirarás con los ojos abiertos llenos de emoción y una voz inaudible con palabras de ... "Agradecimiento" y las ¡dos sabremos que es lo que eso significa! Tu estarás agradecida por que ... ..

- Tendrás una nueva visión de lo que TU puedes hacer por tu negocio.
- No te cuestionaras si este negocio es para ti o no.
- Aprenderás como aprovechar y no perder el tiempo.
- El nivel de tu energía se incrementara enormemente hacia tus metas.
- Tu ingresos se duplicaran., si es que no se cuadruplican con el entrenamiento que vas a recibir.
- Tus pensamientos cambiaran del quizás por el por supuesto
- Conocerás mujeres que te inspiraran en tu forma de pensar y actuar hacia tus nuevos retos
- Aprenderás a ceca de tus productos y esto te dará confianza a la hora de demostrarlos

Harás amistades muy especiales con mujeres que compartirán la trayectoria de tu carrera Y ¡te divertirás mas de lo que imaginaste!. Si tu actual jefe te dijera que un seminario de negocios se llevara a cabo este verano y esperan que tu vallas ... tu simplemente harías los arreglos. Esto es exactamente lo que quiero que tú hagas con el Seminario. Por favor no te cuestiones, lo que por unos días será lo que cambiara el rumbo de tu negocio para toda la vida. Haz los arreglos. El único pretexto aceptable para no ir es la muerte o que en esos días estés por tener a tu bebe.

Tu futuro es mucho más importante como para ignorar esto. Te quiero ahí conmigo. **Recuerda que las personas exitosas encuentran la manera, crean la manera mujeres.** Tiene complicaciones, se estresan, y ellos basan sus decisiones en su futuro y lo que les espera, **no en los obstáculos del presente.**

No puedo esperar en contar tu historia, llena de obstáculos, que inspiraran a otros el próximo año en este tiempo ... y todo se calmara en cuanto hagas los arreglos necesarios para ir al Seminario

**"Tu naciste para ganar ...pero para ser un ganador, tu debes planear como ganar, prepárate para ganar, y espera ganar." -ZIG ZIGLAR**

# VisionAires National Area

## Consistency Challenge

Contest Period: April 1st - June 30th 2014

**Be a Woman of VISION,  
Be a VISIONAIRE,  
Work to WIN!**

Win the coveted VISION Necklace when you:

- Wholesale \$600 or more during the months of April, May and June OR
- Wholesale \$600 and \$1200 or more for 2 consecutive months, either April and May or May and June OR
- Wholesale \$1800 in either April, May or June .



Complete your Necklace and become a VISIONAIRE by:

- finishing the \$1800 Vision Challenge as stated above AND adding at least 1 Qualified\*\* team member during the contest period.

**Congratulations to our April Winners!**

### Women of Vision

SD Antonella Miccarelli  
Yukie Poole  
Ingrid Dennison  
Jasmine Ortiz  
Angelica Ramirez

Malkita Rosenfeld  
Chani Katz  
Kayla Daigle  
Almy Valdez  
Jasmine Ortiz

Rivka Altusky  
Sima Neuhaus  
Ginger Loor  
Angelina Caquiaz

### Visionaires

DIQ Myrna Gomez  
Lilian Campanha

\*Orders may be cumulative, orders must be placed in CONSECUTIVE months, MUST place a minimum 600 w/s within a month to qualify.

\*\* a qualified team member is one that places an initial order w/s of \*600 or more

# HOW TO HAVE A GRAND WEEK IN MAY!

Mary Kay's birthday is May 12. And no one loved a challenge more than Mary Kay Ash! So to honor the Founder, sell \$1,000 in suggested retail sales in a week!



To help you do that, here are some great tips from **Independent Future Executive Senior Sales Director Lisa Stengel**, who also wants you to know that there's always a grand reason to have a grand week: May is the perfect time to honor Mary Kay Ash. June is ideal to help finish the Seminar year strong. And July can help you kick off the new Seminar year with a bang! *Lisa Stengel believes that if you follow all of these tips, you're sure to have a week that's Grand!*

## GRAND TIPS FROM THE TOP

1. **Skin Care Parties.** Skin care will always be the foundation of our business, so you've got to hold skin care parties. Consider holding three of them this week.

2. **The Look Party.** Ask an existing customer to bring a copy of *The Look* to a gathering and pass it around. It's a casual way to create interest in the *Mary Kay*® products. And don't forget to attach your Company-approved business card to *The Look* so people can reach you to place an order or to ask for your advice!

3. **Virtual Makeover Party.** Invite customers to use the Virtual Makeover tool on your *Mary Kay*® Personal Web Site. Once they order and receive the products they love, you can follow up by encouraging them to post selfies of their new looks on Facebook®.

4. **Time of Day Party.** You can pick a day during your Grand Week in May to offer incentives to your customers via text or email. And here's the kicker – you choose a different incentive for different times of the day. For example, from 7 to 9 a.m., your customers could get a discount on their purchases. From 9 to 10 a.m., you could offer a bonus with purchase. From 10 a.m. to noon, there's a different discount offer, and so on. The time frames and the incentives are totally up to you.

5. **Facebook® Party.** You can post the challenge on your Facebook® page for your *Mary Kay* business. Then send a link to your *Mary Kay*® Personal Web Site to 10 people. Ask them to place an order and then to share the link with 10 more people.

## WIN A GRAND!

Simply submit your tips\* on our "Let's Talk" blog post, sharing how you plan on achieving the *Have a GRAND Week* sales challenge, or share your success stories (also on the "Let's Talk" blog post) once you've completed the challenge!

When you do so, you will have your name entered into a *drawing*\* of all eligible posts submitted that week for a chance at winning \$1,000 in American Express gift cards! There will be three winners each week, and the winners' posts will be featured on the Company's "Let's Talk" blog.

**MARY KAY**  
discover what you **LOVE**.

\*Read the official contest rules on *Mary Kay's* blog for more information. Facebook® is a registered trademark of Facebook Inc.

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# ¡CÓMO LOGRAR UNA GRANDIOSA SEMANA DE A MIL EN MAYO!

El 12 de mayo es el cumpleaños de Mary Kay Ash ¡y a ella le encantaban los retos más que a nadie! Para honrar a la Fundadora, ¡logra \$1,000 en ventas sugeridas al menudeo en una semana!



Para ayudarte a lograrlo, te ofrecemos unos estupendos consejos de la **Futura Directora de Ventas Ejecutiva Senior Independiente Lisa Stengel**. Ella quiere que sepas que siempre hay una buena razón para tener una *Grandiosa semana*. Mayo es el momento perfecto para honrar a Mary Kay Ash; junio es ideal para culminar el año Seminario de manera sólida y julio te puede ayudar a comenzar el año Seminario ¡con impulso! *Lisa Stengel cree que si sigues estos consejos, ¡seguro que tienes una Grandiosa semana de a mil!*

## GRANDES CONSEJOS DE LAS MÁS DESTACADAS

- 1. Fiestas del cuidado de la piel.** El cuidado de la piel siempre será la base de nuestro negocio, así que tienes que llevar a cabo las fiestas del cuidado de la piel. Considera llevar a cabo tres esta semana.
- 2. Fiesta de *La imagen*.** Píde a una de tus clientas que traiga consigo un ejemplar de *La imagen* a una reunión para pasarlo entre las asistentes. Es una manera informal de generar interés sobre los productos *Mary Kay*®. Y recuerda: adjunta tu tarjeta de presentación aprobada por la Compañía a *La imagen*, para que las personas puedan ponerse en contacto contigo ¡para hacer un pedido o pedirte consejo!
- 3. Fiesta del *Makeover* virtual.** Invita a tus clientas a que usen la herramienta del *Makeover* virtual en tu sitio electrónico personal *Mary Kay*®. Una vez que hayan hecho un pedido y recibido los productos que les fascinan, puedes hacer un seguimiento animándolas a que publiquen *selfies* de sus nuevos *looks* en Facebook®.
- 4. Día de fiestas por horas.** Puedes elegir un día durante tu *Grandiosa semana* en mayo para ofrecer incentivos a tus clientas por medio de mensajes de texto o por correo electrónico. Se trata de elegir un incentivo diferente para diferentes horas del día. Por ejemplo, de 7:00 a.m. a 9:00 a.m. tus clientas pueden recibir un descuento en su pedido; de 9:00 a.m. a 10:00 a.m. puedes ofrecer una gratificación con un pedido y de 10:00 a.m. a 12:00 p.m. habrá una oferta de descuento diferente, y así sucesivamente. Los horarios y los incentivos dependerán totalmente de ti.
- 5. Fiesta en Facebook®.** Puedes publicar este reto en tu página de Facebook® para tu negocio *Mary Kay*. A continuación, envía el enlace a tu sitio electrónico personal *Mary Kay*® a 10 personas. Pídeles que hagan un pedido y que compartan el enlace con 10 personas más.

## ¡GANA MIL DÓLARES!

Simplemente publica tus consejos\* en nuestro blog *Vamos a platicar* y comparte cómo piensas lograr el reto de ventas *GRANDIOSA semana de a mil*, o bien o publica tus historias de éxito (también en el blog de *Vamos a platicar*) una vez que hayas logrado el reto!

Al hacerlo, participarás en un *sorteo* de todas las publicaciones elegibles recibidas esa semana y ¡podrás ganar \$1,000 en tarjetas de regalo de American Express! Habrá tres ganadoras cada semana y las publicaciones de las ganadoras se incluirán en el blog *Vamos a platicar*.

**MARY KAY**  
descubre lo que **AMAS**❤️.

\*Para más información, lee las reglas oficiales del concurso en *Mary Kay inTouch*®. Facebook® es una marca registrada de Facebook Inc.

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# EVERHART NATIONAL AREA DEBUT

## ON FIRE

Celebrating New National Sales Director  
**RUTH EVERHART!!**

### Friday, June 6th-Saturday, June 7th

**HYATT REGENCY SARASOTA ON SARASOTA BAY**  
1000 Blvd of the Arts ~ Sarasota, FL 34236

#### HOTEL RESERVATIONS

Call 941-953-1234 and ask for Ruth Everhart  
National Area Room Block for special rate of \$162  
OR book online at <https://resweb.passkey.com/go/MARYK>

### Featuring Guest Speakers:



**SNSD  
VIVIAN  
DIAZ**



**EENSJ EMERITUS  
BARBARA  
SUNDEN**



**ESNSD  
CHERYL  
WARFIELD**



**SEAN KEY  
VP Sales Force  
Motivation & Education**



**LINDA CASTILLO  
Director Diamond  
Sales Development**

### *Friday Night:*

National Area Debut  
& Guest Event 6:30pm – 9:00pm  
Registration opens at 5:45pm

### *Saturday:*

Director & Consultant Workshops taught  
by National Sales Directors 9am-12pm  
Lunch & Close 12pm-2pm

### And other Guest NSD'S:



**ENSD  
Patricia  
Turker**



**SNSD  
Cindy  
Fox**



**SNSD  
Lynda  
Jackson**



**NSD  
Bett  
Vernon**



**NSD  
Jamie  
Cruse-Vrinios**



**NSD  
Andrea  
Newman**



**NSD  
Temi  
Odeyale**



**NSD  
Beth  
Piland**



**NSD  
Mary  
Beissel**

### Registration Fee for Debut & Workshop:

\$59 for BOTH Friday Night Debut & Guest Event (Guests FREE) AND Saturday Workshops with NSDs (includes Lunch on Saturday)  
\$30 for Friday Night Debut & Guest Event ONLY (Guests FREE)  
\$45 for Saturday ONLY - Workshops with NSDs (includes Lunch)

**Register Today at [www.everhartnationalarea.com](http://www.everhartnationalarea.com)**

**No Refunds/No Children Under 18**

# Top 10 Sales Killers

Any veteran in business can tell you a story about the one that got away. Veterans who are successful in business today learned valuable lessons from those situations and, hopefully, never repeated them. As challenging as the business of selling might be for some, losing sales is unbelievably easy. Learn from the mistakes of others so you won't have many of the sad stories to tell.

**Sales Killer #1:** Lack of professional appearance. If you want people to listen to you and heed your advice regarding your product or service, you have to come across--both in appearance and demeanor--as a professional expert. This means that you're appropriately groomed. You walk with confidence. People will buy from you based more on your conviction and enthusiasm for your product than they will your product knowledge.

**Sales Killer #2:** Talking too much. When you're talking, you're telling. When you ask questions to get clients talking about their needs, you're selling; you're finding out what they want to own. Only then can you guide them to the right product or service.

**Sales Killer #3:** Your vocabulary. Words create pictures in our minds. Certain words that are inherent to selling turn people off. For example, I caution people in business to avoid using the word "contract" when handling the details of a large-ticket sale. We all know that contracts are legally binding documents and require legal efforts to get out of. If appropriate, call your contract an "agreement," "form" or "paperwork." The mental image is less threatening. Think about the words you use and replace any negative word-picture images with gentler, more positive ones.

**Sales Killer #4:** Not investing time in building rapport. Good rapport builds trust. No one will want to make a purchase from someone they don't like and trust. Don't just jump right into a presentation on your product. Get to know your client a bit.

**Sales Killer #5:** Lack of a qualification system. A certain percentage of the people you talk with won't be good candidates for your product or service. If they don't have the need or the money for your product or service, there's no sale. Your challenge is to figure this out as early in your communication with them as possible. Come up with at least three or four questions, the answers to which will tell you if they're qualified to own your offering.

**Sales Killer #6:** Not knowing when to stop presenting and close the sale. Too many salespeople think they have to tell potential clients everything they know about the product. Even after a client has indicated that the product is right for them, the salesperson keeps talking. Doing so could easily turn the client off about working with you and cost you the sale.

**Sales Killer #7:** Ego. Selling is a service business. You must set aside your wants and needs to serve the wants and needs of others. Get the dollar signs out of your eyes when you're with clients. If they suspect you're pushing the sale because of what's in it for you instead of what's in their best interests, they'll find another company to do business with.

**Sales Killer #8:** Not knowing how to close. In many cases, all you have to do is ask a direct question in order to close a sale:

"If I have the red one you mentioned, do you want to take it with you today or shall I ship it to you?"

"Will you be making your purchase today by cash, check or credit card?"

**Sales Killer #9:** Not paying attention to details. If you skim over details or shortcut your presentation because you've done it so many times that you're bored with it, you'll lose sales. Remember: Every presentation is new to your client. So give it with enthusiasm and without shortcuts, unless your client indicates that certain details you would normally cover aren't of interest to them. This carries over to your paperwork and ability to handle a computer (if your orders are entered that way). Any missing information can cause clients to quickly lose faith in their decision and walk away.

**Sales Killer #10:** Poor fulfillment. This ties into paying attention to details. If you or your company don't have the practices and policies in place to properly fulfill the expectations of your clients, you'll find yourself working harder and harder to get new business. Invest some time and effort in laying out procedures that can be standardized and followed by everyone who works with you. Salespeople shouldn't promise anything above or beyond the company standard. Everyone should be expected to meet or exceed it.



## Director's Spotlight Why I Love Being a Director

"I love being a director for so many reasons but my all time favorite is the freedom it has brought to my life.

I am in full control of the choices I make, the actions I take and the responsibility I undertake. Through the past 13 years I have had the privilege of working when I choose building my schedule around the things I value most in my life. This has blessed me beyond measure. There are not many careers that could allow you the time to workout every single day. When I wanted something new and different I was able to take my business internationally into Brazil which I loved but I also learned that 6500 miles from home was further then I wanted to be in that season of my life. Beauty is universal. Another lesson; in 2003, when cancer knocked on my door, the flexibility allowed me to grow my income by \$12,000 in one of the very worst times of my life. Work when you can as you never know when you might not be able to is a motto I have lived by. However the absolute best part is being able to transfer these skills to others. Giving each woman I meet vision and a roadmap to follow. Directorship has allowed me to truly Enjoy the Journey. It is not the final destination but the paths we choose to take along the way that build a life worth living. Thank you Mary Kay!"

SSD Daria Rocco,



# Mary Kay Girls Night Out!

Treat yourself to a night of fun with the girls & some Mary Kay Pampering!

Thursday, May 15—6:30-8:30pm

Best Western 26 Route 59 Nyack, NY 10960

Presented by  
Mary Kay Directors:

Enjoy a Mary Kay Makeover!  
Try our FAMOUS SKIN CARE and  
get a FUN SUMMER, DASH out  
the Door LOOK!

**WIN FABULOUS  
DOOR PRIZES!!!**



**LYN HARPER**

Preview our NEW Summer Line!



**KIVIAN DIAZ-HARRIS**



# ¡Comparte el amor!

Promoción de desarrollo de equipo: 1 al 31 de mayo de 2014

Las Consultoras de Belleza Independientes que comenzaron un negocio Mary Kay en abril Y las Consultoras de Belleza Independientes que lograron una nueva integrante de equipo en abril podrán ofrecer los mismos estupendos incentivos a nuevas integrantes de equipo potenciales en mayo.



PARA CALIFICADAS EN  
**ABRIL**



## Comienza

¡Comienza un negocio Mary Kay por sólo ~~\$100~~ \$75.

Cuando una nueva Consultora de Belleza Independiente comience su negocio Mary Kay en el mes de mayo ¡podrá obtener el Juego Inicial por solo \$75!

## Recibe

Recibe fabulosos incentivos



# Share the Love!

Team-Building Promotion: May 1 – 31, 2014

Independent Beauty Consultants who started a Mary Kay business in April AND Independent Beauty Consultants who added a new team member in the month of April can offer these same great incentives to potential new team members in May.



APRIL  
QUALIFIERS



## Start

Start a Mary Kay business for only ~~\$100~~ \$75.

When a new Independent Beauty Consultant starts her Mary Kay business in May, she can get the Starter Kit for only \$75!

## Get

Get fabulous incentives.

FOUR INNER CIRCLE NATIONAL SALES DIRECTORS

Hosted by  
ENSD Cheryl Warfield



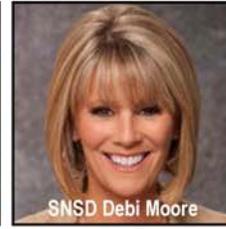
ENSD Cheryl Warfield



EENS Gloria Mayfield Banks



ENSD Sonia Paez



SNSD Debi Moore



SNSD Joanne Bertalan



NSD Morayma Rosas



NSD Beth Piland



NSD Andrea Newman



NSD Maureen Myers



NSD Sabrina Goodwin Monday



NSD Diane Mentiply



NSD Roxanne McClure

# COME ABOARD OUR GOLD MEDAL CRUISE!

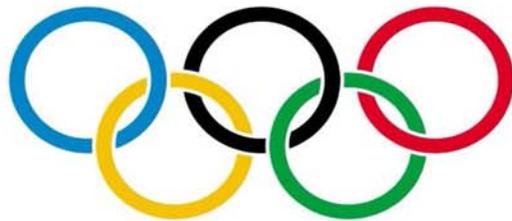
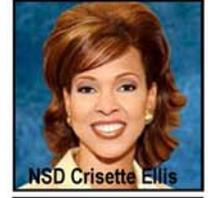


*For Consultants & Directors*

Contest dates to earn Gold Medals:

January 2014 - June 2014

- **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!**



Featuring 25 NSDs!

*Prices, Dates of Cruise & Details are on back of flier*



NSD Kim McClure



NSD Cathy Littlejohn



NSD Maureen Ledda



NSD Connie Kittson



NSD Sylvia Kalicak



NSD Cecilia James



SNSD Lynda Jack



*Royal Caribbean's  
Enchantment of the Seas*

*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*



**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 Canaveral.



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**

<u>Room Category</u> <i>(based on double occupancy)</i>	<u>Group Fare</u> <i>(per person- includes Taxes &amp; Port Fees)</i>	<u>Gratuities</u>	<u>Insurance</u> <i>(optional)</i>	<u>Total per person</u>
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](http://www.gloucestertravel.com/groups)**

Look for Mary Kay—Gold Medal Cruise

# Rookie of the Year



<u>Rank</u>	<u>Name</u>
1	Miryam Levovitz
2	Mali Nakdimen
3	Fraidel Klein
4	PAULA MARCIA MENEZES DOS
5	MEIRE GRAVATA PINTO DE SO

# Most Improved



<u>Rank</u>	<u>Name</u>	<u>Overall Change</u>
1	Alejandra Alvarado	312.00%
2	Nancy Morabito	151.50%
3	Ester M. Barahona	93.90%
4	Vivian Diaz	75.40%
5	Kivian Diaz-Harris	51.30%

## Building Stars!

One way to build a million-dollar unit is to build Star Consultants.

Independent Elite Executive Senior Sales Director Jeanie Navrkal from Omaha, Nebraska, who went from the \$650,000 Circle of Excellence to the Million-Dollar Circle in one year, shares these ideas for doing just that.

### Set a yearly goal for Star Consultants

Decide what you want your unit retail production to be by the end of the seminar year and then use the following general rule of thumb to help determine how many Star Consultants you may need in order to achieve that goal:

- \$300,000 Circle of Achievement = 30 Star Consultants
- \$500,000 Circle of Achievement = 50 Star Consultants
- \$650,000 Circle of Excellence = 65 Star Consultants
- \$800,000 Circle of Excellence = 80 Star Consultants
- \$1,000,000 Circle of Excellence = 100 Star Consultants

If 30 Star Consultants in one year seems overwhelming, break it down into quarters - that's only about eight Star Consultants each quarter.

### Increase the initial orders of first-time Star Consultants

During your inventory discussions with new Consultants, explain the benefits of having a larger inventory—for instance, they can receive more free product from the Company.

### Raise the expectancy level of current Star Consultants

Are some of your Consultants perennial Sapphire Stars? Then give them a reason to work for an Emerald, Diamond or Ruby Star. For example, Jeanie supplements the Company's Star Consultant program with her own unit promotions. To encourage \$500, \$600, \$700 and \$1,000 retail weeks, she offers prizes that are not very expensive. For instance, here are some of the prizes she's offered:

- Popcorn or pizza at a unit meeting
- Lunch with her
- A weekend at her home for four quarters of Star Consultant status

Says Jeanie, "Think of all the things that you could do to build your Stars, to build to the top and it may take you there."





"Winners are those people who make a habit of doing the things others are uncomfortable doing."

~ Ed Foreman

# Three Principles of Great Success!

by Brian Tracy, Sales Coach and Motivator

## Get Better Results than Ever Before

There are several principles of military strategy that you can apply to your business, every single day. These can help you to think better and get better results than ever before.

## Do the Unexpected

One really helpful military principle that can be applied to business is the Principle of Surprise. The principle of surprise says, "do the unexpected!" In sales and marketing, this means to be continually seeking ways to out-flank or upset your competition.

## Do the Opposite of Before

Sometimes doing exactly the opposite of what you have been doing up till now can turn out to be the perfect solution. The natural tendency for a person, when they find themselves in a hole, is to dig deeper. In many cases, the solution is to go and dig somewhere else. Remember, the first law of holes is, "When you find yourself in one, stop digging."

## Follow-up and Follow-Through

A second military principle that applies to business is the Principle of Exploitation. The principle of exploitation emphasizes the importance of follow-up and follow-through. In business, this means that, when you get an opportunity, you exploit it to the fullest extent possible. If you have a great promotional idea or product or service, you sell all you can. You take advantage of your idea or breakthrough and use every opportunity to capitalize on it.

## Work Harmoniously With Others

The third principle of military strategy that applies to personal and corporate thinking is the Principle of Cooperation. In business, this is often called the principle of synergy. In military terms, this is often called the principle of "concerted action." In business terms, your ability to work effectively and harmoniously with other individuals and groups is more responsible for your success than any other quality.

## Win the Cooperation of Key People

A key part of strategic thinking is for you to identify the individuals, groups and organizations whose cooperation you will require to achieve your goals. Make a list of them and then organize the list in order of importance. Then ask yourself, "How am I going to win their cooperation?"

## Answer Everyone's Favorite Question

Everyone wants to know, "what's in it for me?" The effective executive is always looking for ways to help or assist others knowing that this is the only sure way to create within them a desire to help you to achieve your goals.

By doing the unexpected, by following up and following through, and by constantly looking for ways to get other people to cooperate with you, you will accomplish more in a shorter time than you might ever have imagined.

## Action Exercises

Here are two things you can do immediately to apply these ideas in your business and in your work.

First, look at your job, especially the areas where you are experiencing frustration, and question whether or not there is a completely different way of approaching your problem or situation. Do the unexpected. Perhaps you should be doing exactly the opposite of what you are doing today. All success in business comes from surprising the competition in some way.

Second, identify the people, groups and organizations whose assistance you will need to achieve your goal. Continually look for ways to earn their support and cooperation by thinking in terms of what is in it for them.

*I know there is GREAT Success in YOUR future!*  
Love, Vivian



## VisionAire Directors Simple FORMULA for SUCCESS!!!

There are 7 things we need to be doing every single day with our businesses!!! We need to FOCUS and work this business with a sense of urgency and the attitude of "do it now, do it now, do it now" and working it with the "and then some attitude". The work that we do today shows up in two to three months. The opposite is also true- the work that we don't do today also shows up in two to three months. If we can focus on these 7 simple things EVERY DAY, we will achieve success AND the big paychecks that we deserve! FOCUS on these activities daily (instead of weekly):

1. Who am I moving up the career path today?
2. Who am I PERSONALLY recruiting today?
3. How many UNIT recruits am I adding today?
4. Am I personally selling \$200 EVERY SINGLE DAY? If we do that every day for 30 days (30X\$200=\$6,000 retail/\$3,000 wholesale)
5. Am I booking 2 to 3 PERSONAL selling appointments today?
6. Am I getting names and numbers of 5 new people today and following up with them?
7. Who am I qualifying today?

Keep this daily sheet on your desk. The more yes's you get, the closer you will be to your career goals!!!! It was created for WOMEN just like you! Success is a choice what is your SUCCESS choice TODAY!!

### "Upcoming Events"

All meetings in Florida are held the very first Friday of every month .

- **June 6 and 7 Ruth Everhart Debut in Bradenton, FL**
- June 12 Ny Directors meeting Best Western Ny 10-1
- June 12 - show me The Money Night And MKU graduation celebration. Guests And husbands are invited! Best Western....6:30 registration 7pm Start.
- July 30 - Dallas Texas 3pm -area celebration - moving on up - Renaissance hotel. Open to all Visionaires!
- August - Bradenton
- September - Vero Beach
- October - Retreat in Hilton Melbourne, Fl.
- November - Bradenton
- December - Holiday Gathering in Vero Beach



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