



# THE REAL MCCOYS

Judie McCoy - Senior National Sales Director

## Welcome to the McCoy Unit & National Area

**Seminar Affiliation: Sapphire**

Congratulations on your decision to be a successful Independent Beauty Consultant! We are glad to have you part of our Area! I know you will enjoy your association with Mary Kay. Whether you want to climb the Career Path to the very top of our company or simply enjoy extra income and self-esteem, with our Area's support and your effort, you will succeed!

Our Area is a legacy in Mary Kay. The Real McCoys broke 2 company records existence for 13 years...for production in one month of over \$200,000 and a year of \$1,500,000! We have enjoyed MILLION DOLLAR status 7 times and have been the #1 Unit in the nation 8 times! With that kind of reputation you can be sure you have available to you the BEST training and leadership in the business! Take advantage! As your Sr. NSD I am here to help you! I will match MY TIME WITH YOUR EFFORT and give you the steps...the climbing is up to you! Use Mary Kay's "ON SILVER WINGS" PROGRAM as a tool...it includes a wealth of information about how to build your business!

*Love, Judie*

# Check out these Amazing Tools!



### Mary Kay's On Silver Wings Program

The Silver Wings Scholar Program is Mary Kay's official online university that can help you soar to new heights of success!

**Login to:** [www.marykayintouch.com](http://www.marykayintouch.com); enter your consultant # & password

**Click on Education tab**, then Consultant Education. There you will find this fabulous program!

### Judie McCoy National Area Website

Visit [www.judiemccoy.com](http://www.judiemccoy.com)

Click on Unit Information password: realmccoy



### Mary Kay, Inc.

16251 N. Dallas Parkway, Addison, TX 75001

#### Customer Service:

(800) 272-9333 Hours: 8:30-5:00 CST



## Explore

start something beautiful

- ⇒ First Things First, page 11 & Area Hotline Press 3
- ⇒ Get Started, find your first customers, page 14
- ⇒ A top shelf idea, inventory, page 28 & Hotline Press 6
- ⇒ Book it, find hostesses, page 34
- ⇒ Get the Party Started, page 30
- ⇒ Get Started, track to run, page 18 & Hotline Press 4
- ⇒ Customer Service, page 52 & Hotline Press 8

### McCoy Area Hotline Center (951) 262-2831

- Press 1: Judie's daily hotline message
- Press 2: Technique Specialist message
- Press 3: New Consultant Get Going
- Press 4: How to do a Power Start!
- Press 5: Judie's "J" List!
- Press 6: Money Matters!
- Press 7: Team Building!
- Press 8: Sell the Sizzle!
- Press 9: 4 Hour Work Plan!

### McCoy Area Opportunity Hotline (951) 262-1437

(Marketing presented by SNSD Judie McCoy)

# ★ BEAT THE BOX...★

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and the Judie McCoy  
National Area!

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**Judie McCoy**  
Senior National Sales Director



## SELL 10 MASCARAS IN 5 DAYS CHALLENGE!



Before your Starter Kit arrives at your door;  
have it paid in full! "BEAT THE BOX"  
Sell 10 Mascaras **OR** \$150 in retail sales IN 5 DAYS,  
WOW, earn your 1st PRIZE.....  
**A NEW MARY KAY MONEY BAG**  
TO HOLD ALL YOUR PROFITS!!



COMPLETE VOUCHER AND RETURN TO YOUR DIRECTOR FOR SPECIAL RECOGNITION & YOUR PRIZE!

Customer Name	# sold or products	Total \$ Retail Sold
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

# McCoy Area...It's all about the Party!

## REAL McCOYS ON THE FAST TRACK!

We are going to PARTY our way to Stars, Cars & Directorship!

**P**ersistence



**A**ttitude

**Perfect Start:** Facial 15 Customers in a 2 week period beginning with your first party or facial!  
**Power Start:** Facial 30 Customers in a 1 month period beginning with your first party or facial!  
**Power Start PLUS:** In your first month, complete 30 facials & and share the opportunity with 6 people!  
**Pearls of Sharing:** As Mary Kay called them...the PEARLS OF WISDOM for a wise woman who understands the value of sharing her career! WIN THEM ALL!

**Pearl Earrings:** Share your opportunity with 3 people in your first 2 weeks!

**Pearl Bracelet:** Share your opportunity with 6 people in your first month!

**Pearl Necklace:** Add 1 new personal team member in your first month who places a min. \$600 wholesale order in her first or second month.

**Real McCoy Pin:** When you sell \$1000+ Retail & order \$600+ wholesale, sec 1 in 1 month for the first time!

**R**elationships

### Track your Parties & Faces!

1.	2.	3.
4.	5.	6.
7.	8.	9.
10.	11.	12.
13.	14.	15.
16.	17.	18.
19.	20.	21.
22.	23.	24.
25.	26.	27.
28.	29.	30.

Weekly Accomplishment Sheets must be submitted to your Director.

**T**eamwork

### Track your Interviews!

1.	2.	3.
4.	5.	6.

Interviews must be documented with paperwork with your Director.

**YOU!**

### New Team Member & Initial order

1.	\$
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New Qualified Team member must place an initial \$600+ wholesale order

### I've Earned my Real McCoy Pin!

TOTAL RETAIL SALES \$	TOTAL WHLS ORDERS \$
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**Every time I go to work, I end up at a PARTY!**