



Belle's Beautiful Believers

Director Belle Martin

March 2014 Newsletter

Court of Sales



	NAME	YTD TOTAL
1	Sylvia A. Cromartie	\$10,074.00
2	Yvette M. Rice	\$8,876.50
3	Monique T. Faulk	\$8,162.50
4	Marlene Diaz	\$7,037.50
5	Joyce A Thomas-Black	\$5,155.00
6	Anna M. Smith	\$5,039.50
7	Shantisha A Williams	\$4,532.00
8	Tatnaiyah I. Jackson	\$3,937.00
9	Bridget L. Charles	\$3,681.00
10	Judy T. Caldwell	\$3,453.00

Crazy for Cadillac!



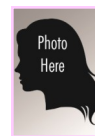
Unit GOALS

Seminar 2014

- National Area by Seminar
- 18 New Offspring Directors

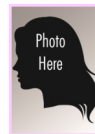
FEBRUARY QUEENS

Queen of Sales



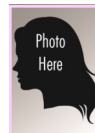
Shantisha Williams

Queen of Sharing



Tatnaiyah Jackson

Queen of Wholesale



Yvette M. Rice

Court of Sharing



	NAME	SEMINAR QUALIFIED
1	Yvette M. Rice	2
2	Vanessa R. Smith	1
3	Sylvia A. Cromartie	1
4	Anna M. Smith	1
5	Serapher Conn	2
6	Tatnaiyah I. Jackson	1
7	Shantisha A Williams	1
8	Belle L. Martin	12

\$169.38

\$100.80

\$78.97

\$50.88

\$49.96

\$48.14

\$25.50

\$1,675.07

Court of Recruiting is ranked based on commissions earned. However, in order to be recognized you MUST reach the minimum of 12 qualified team members for Area Court or 24 qualified team members for National Court.

Beautiful Believers Career Ladder

FOLLOW THE STEPS TO SUCCESS!

1 Senior Consultant

(1-2 active Team Members)
4% Commission

2 Star Recruiter RED JACKET

(3+ active Team Members)
Senior Consultant benefits
plus Red Jacket Rebate
Eligible for \$50 Bonuses

3 Team Leader

(5+ active Team Members)
All the previous benefits
plus 9-13% Commission
Team Leader pin

4 On-Target For Car!

(5+ actives & \$5,000 wholesales growing to 14 actives and \$20,000 in 4 months or less)
Eligible to earn use of Career Car
Or \$375 cash monthly for 2 years
Plus all benefits of previous levels

5 Director in Qualification

-10 active personals building to 24 in 1-4 months
-\$18,000 wholesale with \$1,800 from DIQ
-10 of 24 must have \$600+ during qual.
Production during DIQ counts towards car!
Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.

Movin' on UP!

Elite Executive Sales Director 8+ offspring
Executive Sales Director 5-7 offspring
Future Executive Sales Director 3-4 offspring
Senior Sales Director 1-2 offspring



Belle Martin
Sales Director

OFFSPRING DIRECTORS

First Line Directors



Name Here



Name Here

Second Line Directors



Name Here



Name Here

FUTURE DIRECTOR (10+ consultants)

Recruiter :Yvette M. Rice

Shelia T. Ashley
TaRhonda N. Blevins
Monique T. Faulk
Melissa A. Garcia
Lekesha M. Johnson
Adam G. Louis
Estacy Porter
Judith Y. Rice
LaQuicha S. Scrivens
* Bell Jackson
* Ritza Scott

TEAM LEADERS

Recruiter :Ayoka Hannah

Judy T. Caldwell
Nicole C. Foran
Sheleea Y. Leonard
Anita L. Levine
Mary S. Lopes
Lisa S. Watson
* Kemi K. Olatundun

STAR RECRUITERS

Recruiter :Sha'Keisha L. Campbe

Bertha V. Campbell
Angelia D. McKinnon
Ramona J. Williams

Recruiter :Sylvia A. Cromartie

Tawanda Adams
Annie E. Griffith
John W. Jones
Kamilah P. Jones
Valaida Bradford
* Saliyma Clements
* Melody A. Hammonds
* Shirley D. Malloy
* Cynthia H. Stevenson
* Geraldine Williams

SENIOR CONSULTANTS

Janet W. Blue
Vonsheeka S. Bowie
Toby A. Chavis
Delores H. Cogdell
Serapher Conn
Marlene Diaz
Pamela D. Drake
Kathy R. Everett
Tamika S. Heck
Tatnaiyah I. Jackson
Dorla M. Martinez
Rashidah A. Qadir
Veronica Shinholster
Anna M. Smith
Vanessa R. Smith
Shalimar T. Thurland
Wanette G. Walke
Lucille A. Williams
Shantisha A. William

*To become ACTIVE you must place a \$225 wholesale order

A Mary Kay Career Can Really Put You

In the Green!

Aye! With a career opportunity like Mary Kay, you won't need the Luck 'o the Irish to rake in the GREEN! And this is no Blarney!

S

SO MANY OPTIONS!

You can choose to do one-on-one facials, double facials, classes, internet sales, book orders, fundraisers, office sales... the possibilities are endless! And there are NO Quotas!

h

HOT PRODUCTS!

Mary Kay has amazing on-trend products! We stay current with market trends and fashions and have over 200 premium products in facial skin care, color cosmetics, body care, and fragrance!

A

ADVANCE AT YOUR OWN PACE!

How many companies allow YOU to decide when you want to be promoted? Mary Kay does! You can move up the Career Path whenever you decide! There's NO "glass ceiling" and no limit to how far you can go!

M

MONEY!

Mary Kay pays the highest commission in the Direct Sales Industry—50%! No one pays more, and very few meet this level!

R

REORDER BUSINESS!

With a consumable product like ours, your customers will wash the product down the sink every night, use it up, and need more!

O

ON-GOING EDUCATION!

Your Sales Director will be your business mentor and cheer you to success! There is also LOTS of education on your Mary Kay In Touch website and in your kit! Weekly meetings provide on-going education, support, and recognition!

C

CARS!

You can earn the use of SIX different Career Cars: a white Chevy Cruze, a black Chevy Equinox 1LT, a black Toyota Camry SE, a black BMW 320i, or the famous Pink Cadillac CTS or Cadillac SRX! Or choose \$375, \$500 or \$900 a month Cash Compensation!

K

KEEP FAMILY & FRIENDS ON YOUR CUSTOMER LIST!

It doesn't matter where they live or even if you move! Your business goes with you because there are NO territories! You can have customers and team members all over the country!

Originally written by Marla Young, March '07
Designed & Updated by MKVO March '14



Celebrate You!



March Birthdays

Birthdays	Day
Tiara S. Buie	1
Nicole C. Foran	1
Jocleen A. McCall	1
Ramona J. Williams	1
Tashae C. Hill	4
Danielle A. Clarke	7
Carrie A. Graham	7
Doris I. Small	9
Marlene Diaz	10
Gloria A. Montgomery	10
Joyce C. Cole	11
Elfreda Lartey	12
Marie Callender	14
Deconya D. Leggett	15
Annie H. McIver	15
Shirley D. Malloy	17
L. Dallas-Jackson	21
Anya T. Kassou	21
Valaida Bradford	24
Paulette Darden	26
Sandra L. Cooper	27
Karen C. Stealing	27
Laura J. Hardy	28
Annie E. Griffith	31

March Anniversaries

Anniversaries	Years
Belle L. Martin	22
Sha'Keisha Campbell	15
Yvette M. Rice	10
Jocleen A. McCall	9
T. Jarmon-Holland	7
Carrie A. Beltran	7
Megan N. Ray	6
Vanessa R. Smith	5
Anita L. Levine	4
Sylvia A. Cromartie	3
Kristie Newton	3
Paulette Darden	3
Annie E. Griffith	2
Stephania Oates	2
Marina Williams	2
Alberta H. Moore	1
Reneshia R. Young	1
Crystal Locke	1
Toni E. Russell	1
Andrea C. Salters	1
Shakeena Lewis	1
Jessica Echevarra	1
Christina L. Owens	1
Kimberly M. Browning	1
Sara Mendoza	1
Jeslin Gonzalez	1
Nicole T. Smiley	1
Rena L. Smith	1
Jackie D. Jackson	1
Cynthia Walker	1
Pamala L. Barron	1
Charletta G McKenzie	1
Shameka T. Walker	1

February Love Checks

13% Recruiter Commission Level	
Belle L. Martin	\$1,252.26
9% Recruiter Commission Level	
Yvette M. Rice	\$105.30
Ayoka Hannah	\$81.05
4% Recruiter Commission Level	
Tatnaiyah I. Jackson	\$63.68
Sylvia A. Cromartie	\$32.63
Vanessa R. Smith	\$25.02
Toby A. Chavis	\$24.06
Serapher Conn	\$19.04

Earn 4%, 9% or 13% depending on the number of team members you have.



There are three types of people in this world: those who make things happen, those who watch things happen, and those who wonder what happened. We all have a choice. You can decide which type of person you want to be. I have always chosen to be in the first group.

Star Consultant Quarterly Contest

CONGRATULATIONS On-Target Stars! Quarter 3 ends March 15.

Consultant Name	Current Wholesale Production	\$1,800 Sapphire	\$2,400 Ruby	\$3,000 Diamond	\$3,600 Emerald	\$4,800 Pearl
JOYCE THOMAS-BLACK	\$2,520.00	*****	STAR	\$480.00	\$1,080.00	\$2,280.00
BELLE MARTIN	\$2,207.50	STAR	\$192.50	\$792.50	\$1,392.50	\$2,592.50
YVETTE RICE	\$1,807.50	STAR	\$592.50	\$1,192.50	\$1,792.50	\$2,992.50
SYLVIA CROMARTIE	\$1,410.00	\$390.00	\$990.00	\$1,590.00	\$2,190.00	\$3,390.00
KONIEKA DAVIS	\$1,313.50	\$486.50	\$1,086.50	\$1,686.50	\$2,286.50	\$3,486.50
TATNAIYAH JACKSON	\$1,254.25	\$545.75	\$1,145.75	\$1,745.75	\$2,345.75	\$3,545.75
MONIQUE FAULK	\$1,216.00	\$584.00	\$1,184.00	\$1,784.00	\$2,384.00	\$3,584.00
MARLENE DIAZ	\$1,012.00	\$788.00	\$1,388.00	\$1,988.00	\$2,588.00	\$3,788.00
SHANTISHA WILLIAMS	\$853.00	\$947.00	\$1,547.00	\$2,147.00	\$2,747.00	\$3,947.00
TONYA ARMSTRONG	\$730.00	\$1,070.00	\$1,670.00	\$2,270.00	\$2,870.00	\$4,070.00
BRIDGET CHARLES	\$722.50	\$1,077.50	\$1,677.50	\$2,277.50	\$2,877.50	\$4,077.50
RASHIDAH QADIR	\$651.00	\$1,149.00	\$1,749.00	\$2,349.00	\$2,949.00	\$4,149.00
NANCY JOHNSON	\$637.50	\$1,162.50	\$1,762.50	\$2,362.50	\$2,962.50	\$4,162.50
BRITTANY ROGERS	\$602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00
RENESHIA YOUNG	\$521.50	\$1,278.50	\$1,878.50	\$2,478.50	\$3,078.50	\$4,278.50
JUDY CALDWELL	\$501.00	\$1,299.00	\$1,899.00	\$2,499.00	\$3,099.00	\$4,299.00
SANDRA COOPER	\$492.00	\$1,308.00	\$1,908.00	\$2,508.00	\$3,108.00	\$4,308.00
KENYA PLOTNICK	\$487.00	\$1,313.00	\$1,913.00	\$2,513.00	\$3,113.00	\$4,313.00
RUTHA PHILLIPS	\$416.00	\$1,384.00	\$1,984.00	\$2,584.00	\$3,184.00	\$4,384.00
WANETTE WALKE	\$409.00	\$1,391.00	\$1,991.00	\$2,591.00	\$3,191.00	\$4,391.00
MARISOL RODRIUEZ-LEON	\$403.25	\$1,396.75	\$1,996.75	\$2,596.75	\$3,196.75	\$4,396.75
ANNA SMITH	\$402.00	\$1,398.00	\$1,998.00	\$2,598.00	\$3,198.00	\$4,398.00

\$150 w/s each week during the quarter will earn you

A SAPPHIRE STAR!

That's only \$300 per week in retail sales!

\$200 w/s each week during the quarter will earn you

A RUBY STAR!

That's only \$400 per week in retail sales!

\$250 w/s each week during the quarter will earn you

A DIAMOND STAR!

That's only \$500 per week in retail sales!

\$300 w/s each week during the quarter will earn you

AN EMERALD STAR!

That's only \$600 per week in retail sales!

\$350 w/s each week during the quarter will earn you

A PEARL STAR!

That's only \$1,000 per week in retail sales!



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

"Magic Words" to help you Recruit!

- ♥ Are you happy doing what you're doing . . . Do you want to do it the rest of your life?
- ♥ You are so sharp . . . I would never forgive myself if I passed up the opportunity to give you my business card and tell you about what I do.
- ♥ You might think I'm crazy . . . Have you ever been approached to teach skin care?
- ♥ Mary Kay Cosmetics has asked us to expand in this area . . . We are looking for sharp women to teach skin care and I'd love the chance to tell you about how it works. Have you ever tried our wonderful products?
- ♥ Excuse me, my business is looking for faces like yours . . . I teach skin care for Mary Kay Cosmetics and I'd love to feature your face in my "Before and After portfolio."
- ♥ I couldn't help but notice how efficient you are . . . you'd be great doing what I do . . . I teach skin care with Mary Kay Cosmetics and you are EXACTLY THE KIND OF WOMAN I'M LOOKING FOR!
- ♥ Would you consider hearing about what I do? I'd love to sit down over a cup of coffee and tell you why I love my business so much.
- ♥ I'll bet this is not the first time you've been approached to become a skin care consultant with Mary Kay Cosmetics is it? You are so attractive (*so sharp . . . or whatever it was that drew your attention to her*)
- ♥ Excuse me, but I'm certain you must be in the glamour business the way you look . . . (*wait for her reply*). If she says "No", tell her she out to be! Invite her to a model night or feature her in your portfolio. . . . And, in closing your recruits!
- ♥ You'll never know if you never try.
- ♥ Think how many times in life that we hear people say "*Oh how I wish I had,*" be an "*I'm so glad you did it*"
- ♥ If I taught you everything I knew, do you think you could learn? (*No one likes to admit they're not trainable*)
- ♥ Look your possible recruit right in the eyes, touch her arm, have a sincere look on your face and say with conviction, "*You'd be great doing what I do . . . I look for people of your caliber every day! I'd love to work with you.*"
- ♥ What do you like about the job you currently do? What would you change? (That's the key question for the direct approach).
- ♥ If you knew you would not fail, would you try Mary Kay? We've never had anyone we couldn't teach!
- ♥ We don't want sales people . . . just caring women to teach skin care.
- ♥ Are you read???? For a new career?!!
- ♥ If something happened to your husband, could you take care of yourself and your family in the style you're accustomed to?
- ♥ How soon do you want to start making money? How long can you afford NOT to make money?
- ♥ Do you feel like you need a change in your life? I believe Mary Kay comes into our lives when we need it the most.
- ♥ \$100 won't change your standard of living . . . but it could change your life.
- ♥ When faced with any objections, the "Magic Words" are . . . "That's exactly why you need Mary Kay".

Try it on.

"I don't have any money" *** "That's exactly why you need Mary Kay!"

"I'm new in the area" *** "That's exactly why you need Mary Kay!"

"I'm too shy" *** "That's exactly why you need Mary Kay!"

"I work too much" *** "That's exactly why you need Mary Kay!"

Welcome New Consultants

New Consultant

TaRhonda N. Blevins
 Konieka L. Davis
 Samantha Georges
 Mattie D. Gipson
 Loutoria Hendricks
 Shanta M. Jackson
 Tashecka L. Jackson
 Cassandra Liger
 Beatrice McCoy
 Krystal N. McLean
 Elizabeth Mengel
 Felecia A. Nieves
 Judith Y. Parodie
 Pamela M. Pegues
 Tamika Richmond
 Oli J. Sheppard
 Yachelle D. Smith
 Sylvia Trotter-Almes
 Twanna Wright

From

FORT STEWART, GA
 RAEFORD, NC
 WEST PALM BEACH, FL
 GREENWOOD, MS
 FAYETTEVILLE, NC
 FAYETTEVILLE, NC
 PORT ST LUCIE, FL
 MABLETON, GA
 DUNN, NC
 IRVINGTON, NJ
 MELBOURNE, FL
 FAYETTEVILLE, NC
 NEW HAVEN, CT
 LILLINGTON, NC
 YORKTOWN, VA
 FAYETTEVILLE, NC
 FAYETTEVILLE, NC
 DURHAM, NC
 PORT ST LUCIE, FL

Sponsored by

Yvette Rice
 Tatnaiyah Jackson
 Tatnaiyah Jackson
 Tamara Thompson
 Belle Martin
 Shantisha Williams
 Tatnaiyah Jackson
 Tatnaiyah Jackson
 Lucille Williams
 Tatnaiyah Jackson
 Judith Rice
 Belle Martin
 Belle Martin
 Lucille Williams
 Belle Martin
 Belle Martin
 Joyce Thomas-Black
 Shalimar Thurland
 Tatnaiyah Jackson

THANK YOU TO THESE WOMEN WHO INVESTED IN THEIR BUSINESS IN FEBRUARY

Name	Amount	Name	Amount	Name	Amount
Yvette M. Rice	\$1,388.00	Karen C. Stealing	\$263.00	Lekesha M. Johnson	\$202.00
Tatnaiyah I. Jackson	\$1,205.75	Shelley I. Dawkins	\$256.75	Loris Williams	\$201.50
Konieka L. Davis	\$1,203.50	Josephine L. Prince	\$253.50	Patricia Madison	\$201.00
Sylvia A. Cromartie	\$907.50	Melanie D. Elrayes	\$251.00	Lanita H. Adams	\$201.00
Tonya D. Armstrong	\$730.00	Kristie Newton	\$235.00	Wanette G. Walke	\$200.50
Brittany S. Rogers	\$602.00	TaRhonda N. Blevins	\$230.00	Adam G. Louis	\$200.50
Shantisha A Williams	\$591.00	Toni L. Brannon	\$224.50	Shanta M. Jackson	\$200.50
Reneshia R. Young	\$521.50	Bertha V. Campbell	\$219.50	Angelina Padilla	\$200.50
Joyce A Thomas-Black	\$411.50	Christina L. Owens	\$214.00	John W. Jones	\$200.25
M. Rodriguez-Leon	\$403.25	Annie E. Griffith	\$210.00	Tawanda Adams	\$200.00
Kenya Y. Plotnick	\$400.00	Ayoka Hannah	\$209.75	Monique T. Faulk	\$159.00
Marlene Diaz	\$400.00	Shelia T. Ashley	\$209.50	Judith Y. Rice	\$149.00
Lakisha Rhone	\$388.50	Daisy D. Osborn	\$209.00	Angela M. Carr-Finch	\$148.50
Nicole C. Foran	\$369.00	N. Halevi-Allison	\$207.00	Korin D. Drouin	\$42.00
Pamela M. Pegues	\$338.00	Kamilah P. Jones	\$205.50	Vonsheeka S. Bowie	\$32.50
Rashidah A. Qadir	\$314.00	Carrie A. Graham	\$204.50	Sheleea Y. Leonard	\$28.50
Judy T. Caldwell	\$300.50	Tawanna D. Harrell	\$203.50	Karen L. Ramsey	\$21.00
Debrah C. Conn-Clark	\$284.00	Traci D. Claiborne	\$203.25	Melissa A. Garcia	\$20.00
Dexter N. Wilder	\$276.50	Lisa S. Watson	\$202.50	Belle L. Martin	\$770.00
Sandra L. Cooper	\$270.50	Nicole M. Smith	\$202.50		
L. Dallas-Jackson	\$269.00	Frances K. Walker	\$202.00		

Call Customers More!

Five Good Reasons to Call Your Customers

1. **Thank you**- for an order, for bringing a problem to your attention, for your suggestion.
2. **After a Preferred Customer Program mailing or after you have sent a brochure or postcard**- make sure they received it; tell them about it if they didn't see it; answer questions.
3. **News**- let them know about new products or services. Offer a first look or opportunity to try the products.
4. **Bargain**- Any special offer deserves a call.
5. **Inactive accounts**- say hello, ask questions, probe problems, invite back into the fold.



Five Essential Elements of Every Dialogue

1. Verify immediately that you're talking to the right person- either by name or by title.
2. Identify yourself
3. Announce that you're a Mary Kay Beauty Consultant, and ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let your prospects know what they gain from what you offer.

Before You Say Goodbye...

When your customer says "yes", your sale isn't complete til you've done these things:

1. **Confirm the order.** After the customer has agreed to buy, be sure to:
*Restate order * check the purchase information *check her address

2. **Ask for and answer any additional questions.**

This helps people feel comfortable about their decisions and makes them less likely to change their minds.

3. **Make sure your farewell is warm and polite**, no matter what happened during your call. Remember, final impressions are usually lasting.

Overstocked? Get on the phone...

Overstocked inventory can be turned into profits. Here's a way that's successfully used by one of the nations largest companies.

First, review your customer files and separate into two groups:

1. Customers who you know use the type of product thats overstocked.
2. Customers who you know use products which are related to your overstocked product. Next, come up with an offer that will be hard to refuse, and make targeted phone to these groups.
 - Offer "package" prices for increased quantities.
 - Create urgency by setting a cut off date for you offer.Don't forget to follow up. Some of your customers can't buy right away. Ask if you should call back- say, in a week or a month if the overstock is still available, you'll be surprised at how many say "yes"

More Good Reasons to Call Your Customers.

1. **Limited time offer or event**- get it now before it's too late.
2. **Referral**- always try to find someone to recommend you.
3. **Special Occasion**- get them involved in the excitement.
4. **New idea**- think about ways to serve your customers. They'll reward you with loyal business.

Tips for a Profitable Career

Good customer service is a valuable technique of the top sellers of Mary Kay. They know that making the initial sale is just the beginning- It represents only a small portion of what a customer can contribute to their businesses. Reorders, future bookings, referrals and new recruits all come from good customer service.

The following customer tips by Executive Senior Sales Director Dotti