

### Director Michelle Hendrickson

# SEMINAR 2014

You don't want to miss this incredible event! Make it happen!

#### Wholesale Queen



Jacque M. Norton \$902.25

#### **Sharing Queen**



Evelyn I. Alyatim

## Fabulous ALL STARS

### A note from your Director . . .

We finished a MAHVALOUS MARCH and are aiming for an AMAZING APRIL! The \$75 starter kit can change everything for YOU and the women you know! Let's share the LOVE! First think of what YOU love about your MK, AND share with everyone you know!! Text me the TOP PEOPLE that you LOVE and know need MK! Let's have EACH ONE REACH ONE!! Do you know what I love? I LOVE that we get to do LIFE this side of heaven together! WE get to lift each other up in prayer, support and celebrate each other, correct each other and grow to become a closer reflection of our MAKER!! All from that super cute starter kit!!! My prayer for each of you EACH day of this month is that YOU take one step forward in one area that YOU want to personally improve in and that you CELEBRATE that small victory! Small wins become big wins and I see EACH of you as the WINNER that GOD created you to be!!!! Bo proud of all that you are!! And humbled that God placed each of you in my unit for His purpose and plan. I am grateful that you VOLUNTEERED to be a part of this PINK PARTY!

SO many chances to grow this month and be rewarded for the small and big victories! So CHECK THESE OUT! (put this on your calendar NOW so you don't forget!).

Tuesday, the 1<sup>st</sup> -80s party NO FOOLIN' for reaching 80 unit members!

Monday, the 7<sup>th</sup> – Julia's stepping up event!

Tuesday the 8<sup>th</sup> – Trash it sale!

Tuesday the 15<sup>th</sup> – Tax free for TAX day sale!! PCP deadline

Wednesday the 16<sup>th</sup> - NEW MEETING for DALLAS crew! At Monica's & Juanita's on Vickery! Tuesday the 22<sup>nd</sup> – Earth Day Event! (customers bring old compacts and color plastic cases for recycling & get a sussie!)

Saturday the 26<sup>th</sup> – Julia's National Debut!

Tuesday the 29<sup>th</sup> – Casual Nite

Wednesday the 30<sup>th</sup> - NEW MEETING for DALLAS crew! At Monica's & Juanita's on Vickery! All are great guest opportunities because we have a skin care class at each!

My new website is UP AND RUNNING! <a href="www.michellehendrickson.com">www.michellehendrickson.com</a> password is allstars U can find all the latest and greatest there!!! I am continuing the extra coaching time each week for us to power up together!!! Know I will be contacting YOU to see what YOU are wanting THIS month as we are building 5 new REDS!!! WHO will be the FIRST?!

Some awesome contests to spur you on! The charm bracelet contest is still on with \$300 or \$600 wholesale, you get FABULOUS CHARMS to wear!!! Oooo! See inside the newsletter!! Julia HAS ANOTHER hostess extravaganza that just started!!!See flyer! YOUR \$650 for the month of May is PARTY PRE PACK! See flyer for details!!

Love you bunches!

Michelle, your future pink caddy leader

# Spotlight on Team Builders!

Standings are updated as of March 31st — this will not reflect April orders or new team members.

#### Team Leaders

Recruiter :Terre M. Workman Terri W. Bantau Melissa A. Johnston Michelle A. Mersmann Karen M. Mitchell Kay L. Morgan Maureen Wilkerson

- \* Jessica G. McCoy
- \* Ramona Woodrum

#### Star Team Builders

Recruiter :Carrie A. Birmingham Renee Dell'Accio Lisa J. Harding Kimi A. Miller

Recruiter :Monica A. Eisenberg Juanita Currens Christina F. Ullrich Angela Weinbrenner

#### **Senior Consultants**

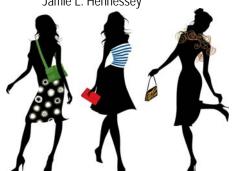
Recruiter :Christina M. Bartha Bethany B. Hudgeons \* Michelle A. Ezell

Recruiter :M. Evelyn Corn Evelyn I. Alyatim

Recruiter :Renee Dell'Accio Jessica R. Clark

Recruiter : Sherry A. Dissinger Rune Scott

Recruiter : Patricia R. Grones Jamie L. Hennessey



Recruiter :Jenna L. Hotz Emily R. Pose

Recruiter :Gabrielle L. Jewison Kelli Parker

Recruiter :Gabriella J. Jones Melissa D. Balsiger

Recruiter :Christi L. Kurtz Jennifer L. Wright \* M. Evelyn Corn

\* Trudy A. Thomason

Recruiter :Donna M. LoSasso Monica A. Eisenberg

Recruiter :Lori Ready Lori A. Greenhaw \* Tuyet Hoang

\* Michelle R. Lindsey

\* Inactive Member (N1,N2,N3,I1,I2,I3)
To become ACTIVE you must place a \$225 wholesale order.

## Follow the Steps to Success!











#### Senior Consultant

(1-2 active team members)

4% Commission

## Star Team Builder RED JACKET (3+ actives)

Sr. Consultant benefits plus Red Jacket Rebate

Eligible for \$50 Bonuses

#### Team Leader

(5+ actives)

All the previous benefits plus 9-13% Commission

Team Leader pin

## On-Target for Car!

(5+ actives and \$5,000 wholesale 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

#### Director in Qualification

Effective Jan. 1, 2010 (10+ actives growing to 24 in 4 months and be a star consultant!)

Production during DIQ counts towards car! Eligible to become Director and earn Unit Commission and Unit bonuses—Eligible to wear the exclusive Director Suit.



## Here We Grow Again!

Sandra

### Welcome New Business Owners!

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





**New Consultant** From Sandra Alyatim LUCAS, TX Becky Longoria CARROLLTON, TX MCKINNEY, TX GARLAND, TX LEWISVILLE, TX DALLAS, TX

Sponsored by E. Alyatim M. Hendrickson M. Hendrickson M. Hendrickson M. Hendrickson M. Hendrickson

"With greater confidence in yourself and your abilities, you will set bigger goals, make bigger plans, and commit yourself to achieving objectives that today you only dream about." ~Brian Tracy: author and speaker



"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level \$521.63 M. Hendrickson

9% Recruiter Commission Level Terre M. Workman \$14.24

4% Recruiter Commission Level Donna M. LoSasso \$26.92

Within you right now is the power to do things you never dreamed possible. This power becomes available to you just as soon as you can change your beliefs. Dr. Maxwell Maltz

### Team Buildin Tip of the Montl

#### Proven Script for 5 New Recruits:

- ♦ List 30 names of women—Start with customer profiles, etc.
- ♦ 15 will agree to listen.
- ♦ 5 should join!

Use the following script to set up interviews and share the marketing plan!

Hi, this is with Mary Kay Cosmetics. Do you have a minute? I'm really excited because I've been challenged to share Mary Kay career information with sharp women in the next weeks. I thought of you! I don't know if this is anything that you would ever think about for yourself, but I will give you a \$10 Gift Certificate good for any of our fabulous products. All I need from you is 30 minutes to get your thoughts on the information. We can do it over the phone, or we can meet for coffee. Will you help me meet my challenge? Let's set up a time to get together. I appreciate your time.



More to Love!

Are you ready to stretch yourself and help other women realize their potential? When you start your business in April and share the Mary Kay opportunity, you can offer these same great incentives to anyone who also may want to start a Mary Kay business in April or May. With new team members, you can start earning commissions and potential team-building bonuses that can help get your new Mary Kay business off to a fabulous start!

Ask me, your Independent Beauty Consultant, how to get started today!

When you start your business April 1-30 and place your first product order by May 31, 2014, you can get these exciting incentives:

GET ALL THIS:

- \$1,800 wholesale product inventory (\$3,600 suggested retail value)
- \$100 credit on your first product order"
- FREE shipping on your first product order"
- Up to \$125 in BizBuilder Bucks credit FREE custom color look++ (\$118 suggested retail value)

• FREE product bonus bundles##
(up to \$642 suggested retail value)

GET ALL THIS:

- \$600 wholesale product inventory (\$1,200 suggested retail value)
- Up to \$35 in BizBuilder Bucks credit
- FREE shipping on your first product order
- FREE custom color look#
- FREE product bonus bundles\*\*\* (up to \$223 suggested retail value)

GET ALL THIS:

\$400-\$599

\$400 wholesale product inventory (\$900 suggested retail value)

\$10 in BizBuilder Bucks credit

#### MARV

#### discover what you LOVE

Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin \*Purcharing inventory is an individual disciblion, and the certainty not a requirement for you to begin your Mary Roy buthass. We always recommend that you obtainties with a debilly level you plan to pursue in your Mary Kay bushess. Then, if appropriate for your personal circumstances, inwest to a level of inventory that supports that activity. If you decide that the opportunity is not right in the Visit of the production of the production of your original net cost, original and unused Section 1 producting also gas these terms were purchased by you from the Company within one year prior to reburn. Please soler to your independent Beauty Consultant Agreement for complete details.

To quality for the \$100 credit off your first product order, your independent BaseJy Consultant Agreement must be received and accepted by the Company April 1-30, 2014, and your first wholesale Section I product order must equal \$1,500 or more (excluding asies tas) and must be received and accepted by the Company by May 31, 2014.

To qualify for thee shipping on your first product order, your independent Beauty Consultant Agreement must be received and accepted by the Company April 1–30, 2014, and your first wisclassis Section 1 product order must equal \$800 or more (excluding tax) and must be received and accepted by the Company by May 31, 2014.

† The BEBuildore Budse could will be applied toward the next qualifying order of at least \$400 Saction 1 wholesale (8800 suggested refat) as long as the order to placed while in hidpendem! Beauty Consultant to attill a robe status. An independent Beauty Consultant is considered above in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the blowing two calendar months. The credit will explice upon the explasion of the independent Beauty Consultantia scattle status.

†† To qualify for a free custom color lock, a minimum wholesale Section 1 order of \$600 or more must be received and accepted by the Company within 15 calandar days of when the independent Beach Consultant Appearent to received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift.

In regime on the actual suggested that would be given independent Beauty Consultant Agreement must be neceived and accepted by the Company April 1–30, 2014, and your initial wholesels Section 1 product order must equal 8600 or more leveluding taxly and must be neceived and accepted by the Company by May 31, 2014. Sales tax is required on the suggested rotal value of the Section 1 products included in the borne. Failer to the Alexary Set Self brochuse for compiled details and not information on the tee product brouse bundles.

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## other's Mother's Day is May 11th!

Pamper Mom with this sweet gift -**NEW!** Limited-Edition Lemon Parfait Pedicure Collection.

#### Includes:

- Lemon Parfait Foot Gel
- Pumice Stone
- **Emery Board**
- Toe Separators
- Lemon Parfait Foot Fizzies in a Gift Bag.



## We Invested in Product Last Month!

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Jacque M. Norton	\$902.25
Monica A. Eisenberg	\$673.00
Kristen M. Crow	\$433.25
Christi L. Kurtz	\$419.00
Renee A. Jackson	\$355.50
Carrie A. Birmingham	\$315.50
Sharyn L. Helm	\$281.25
Donna M. LoSasso	\$237.50
Lori A. Greenhaw	\$233.00
Carrie E. Norfleet	\$231.50
Alicia J. Peacock	\$230.00
Danielle K. Hasting	\$229.00
Jenna L. Hotz	\$227.50
Becky Longoria	\$226.50
Angela Weinbrenner	\$225.50
Renee Dell'Accio	\$200.75
Robin A. Melton	\$188.50

Melissa D. Balsiger \$126.00 Ronda S. Rehn \$108.00 Philomena Mistretta \$97.00 Maureen Wilkerson \$85.75 Jennifer L. Wright \$85.00 Kay L. Morgan \$72.50 Kelli Parker \$46.00 Susan Watkins \$42.50 Kassie M. Musick \$42.00 Patricia Banda \$40.00 \$33.50 Lori Ready Jennifer M. Overcash \$30.00 Chri M. Mount \$21.50 Kimi A. Miller \$19.00 Heather Hernandez \$15.00 M. Hendrickson \$1,956.00



## SPRING FORWARD!

Spring selling opportunities are looking bright! Visit the Hello Sunshine hub to get everything you need to reenergize your Mary Kay business!



## Shooting for the Courts!

#### Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

	Consultant	YTD Retail	Bonus & PCP	Total
1	Monica A. Eisenberg	\$15,265.50	\$798.00	\$16,063.50
2	Maureen Wilkerson	\$7,404.00	\$1,367.00	\$8,771.00
3	Donna M. LoSasso	\$8,066.50	\$20.00	\$8,086.50
4	Renee Dell'Accio	\$6,605.00	\$826.00	\$7,431.00
5	Jacque M. Norton	\$6,982.50	\$100.00	\$7,082.50
6	Juanita Currens	\$5,541.00	\$0.00	\$5,541.00
7	Joyce Swift	\$4,704.50	\$801.00	\$5,505.50
8	Heather M. Hernandez	\$4,810.00	\$539.00	\$5,349.00
9	Lori Ready	\$4,829.50	\$292.00	\$5,121.50
10	Sherry A. Dissinger	\$4,187.00	\$645.00	\$4,832.00

Tops in Team Building

Recruiter	New Team Mbrs	YTD Comm
Donna M. LoSasso	1	\$285.61
Monica A. Eisenberg	2	\$141.69
Renee Dell'Accio	2	\$44.56
M. Evelyn Corn	1	\$40.96
Lori Ready	1	\$33.24
	Donna M. LoSasso Monica A. Eisenberg Renee Dell'Accio M. Evelyn Corn	Donna M. LoSasso 1 Monica A. Eisenberg 2 Renee Dell'Accio 2 M. Evelyn Corn 1







Shoot for STAR this Quarter!!

40U Can Do It!!



## Congrats 3rd Quarter Stars!

Contest Ended March 15th, 2014

**PEARL** 

MICHELLE HENDRICKSON

**DIAMOND**MONICA FISENBERG

**RUBY** 

JUANITA CURRENS

**SAPPHIRE** 

JACQUE NORTON



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

## On-Target Star Consultants!

March 16 - June 15, 2014

	Consultant Name Current —Wholesale Production Needed for Star—						
١		Wholesale	Sapphire	Ruby	Diamond	Emerald	Pearl
		Production	\$1,800	\$2,400	\$3,000	\$3,600	\$4,800
	MICHELLE HENDRICKSON	\$1,049.00	\$751.00	\$1,351.00	\$1,951.00	\$2,551.00	\$3,751.00
	MONICA PINEDA	\$602.75	\$1,197.25	\$1,797.25	\$2,397.25	\$2,997.25	\$4,197.25
	MONICA EISENBERG	\$437.00	\$1,363.00	\$1,963.00	\$2,563.00	\$3,163.00	\$4,363.00



## Accountable



35

2

2

Shows & Classes (\$100+ & 3 + quests)

Kristen Crow

Christi Kurtz

Kristen Crow

Monica Eisenberg 11

Jennifer Overcash 3 **Amy Severson** 



Skin Care Sets Sold Monica Eisenberg 2 Kristen Crow

#### **Top Team Builders** Michelle Hendrickson

Welcome to Carrie Norfleet! Welcome to Alicia Peacock! Welcome to Philomena Mistretta! Welcome to Becky Longoria! Welcome to Monica Pineda!











Queen of Wholesale Top 5

Michelle Norton \$902.25 Monica Eisenberg \$673.00 Kristen Crow \$433.25 Christi Kurtz \$419.00 Renee Jackson \$355.50

Queen of Retail Top 3 Monica Eisenberg \$1,160.00 Kristen Crow \$827.50 **Amy Severson** \$394.00



SEND IN YOUR WEEKLY **ACCOMPLISHMENTS** SO YOU CAN BE **RECOGNIZED HERE!** If you don't report it, it didn't happen!!



"Nurture your mind with great thoughts, for you will never go any higher than you think." ~ Benjamin Disraeli: Was a British statesman and author

## Promotions!

#### Winners of \$650 Date from March:

Monica E and Michelle N!!

#### Winners of the TOP 3 FACE RACE:

1. Monica E with 28 faces, 2. Jennifer Overcash – 20 faces, and Alicia Peacock – 18 faces.

THIS month it is \$650 or 1 q TEAM member gets the party prepack! See the flyer! and the TOP 2 from face race get .... See flyer for details ...

Power and Perfect Start Party GETS AN UPDATE!! GET a PS, PS plus CHARM when u do the work!

#### New CONTEST FOR charms!!!! \$300 winners:

Carrie B, Renee J, Christi, and Kristen

\$600 winners:

Monica E, Michelle N.

15 face charms:

Monica, Jennifer Overcash and Alicia

CHECK out the 5 +5+5 prizes!!! HOT HOT! Pick a different one each week! Do your \$500, 5 appointments and 5 interviews in a week and pick a prize!! Bee AWARE!! THE pink money bag is sold OUT!





# 650 Gintena Date

GET FREE NEW SUMMER PRODUCTS FROM ME

BEFORE YOU CAN ORDER THEM!!!

EACH LEVEL ADDS AN EXTRA PRODUCT & YOU

GET FREE EARLY LOOK BOOKS AND SAMPLES!











650	10 New Look Books and Samples
1800	1 New FREE product plus Look Books and Samples
2400	2 New FREE products plus Look Books and Samples
3000	3 New FREE products plus Look Books and Samples
3600	4 New FREE products plus Look Books and Samples

Qualified team members count too!!!

So \$650 plus 2 qualifieds = 2 new free products,

books n samples





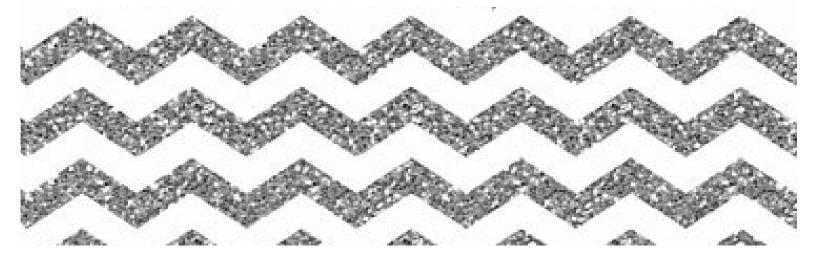




#### Sharing Promotion just for the Jewel National Area,

giving each of YOU the opportunity to earn a beautiful spring jewelry set!!! This contest will work just like the Pearls of Sharing!! When you share with 3 people you earn the earrings; with 3 more shares you earn the bracelet; then you earn the the necklace when you sign your first team member!!

Check them out - ooh la la!





## Top 10 Sales Killers

Our expert shares the most common mistakes salespeople make--so you don't get caught making them!

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.



## May 2014



Sun Mon Tue Wed Thu

Seminar 2014 registration begins for all independent sales force members.

MY 100 faces for the month and grand finale 5-8 pm at my home

Fri

Muffins and makeovers at 10 am at my home studio

Last working day of the

31 month. Consultants

Sat

4 5 GNO Rew consultant conf 8 9 10

712-432-0926 7 to 9pm call 8 to 8:30pm 712-432-0926 code 735223# code 1081791#

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Prayer call GNO New consultant conf 712-432-0926 7 to 9pm call 8 to 8:30pm 712-432-0926 code 735223# 712-432-0926 code 1081791#

18 19 20 21 22 23 24

Prayer call GNO New consultant conf 712-432-0926 7 to 9pm call 8 to 8:30pm code 735223# 712-432-0926

code 1081791#

25 26 Memorial Day - All Company & branch Offices closed.

Postal holiday GNO New consultant conf

New consultant conf call 8 to 8:30pm
712-432-0926
code 1081791#



1 1 Mother's Day!

Birthdays		Day	Anniversaries	Years
Sandra Aly	atim	8	Christi L. Kurtz	9
Kristen L. A	Inderson	8	Terri W. Bantau	6
Lori Ready		8	Lisa J. Harding	1
Jennifer L.	Wright	8	Patricia Banda	1
LuAnn k. K	leinsasser	12		
Joyce Swift		15		
Jessie Roh	lmeier	16	And the section of th	
Shelly K. P.	atterson	17	The second second	
Kelli Parker		18		
Donna M. L	_oSasso	27		1656
D. Luetken	hoelter	27		
Emily R. Po	ose	28	A mile Charles	
M. Evelyn (	Corn	29		

### Tabultus ALL STARS

#### Michelle Hendrickson

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To the Marvelous ...

## Words of Wisdom

Never give up, because you never know if the next try is going to be the one that works. Many times you will be surrounded by adversity, but no matter what, don't give up.

Success is just around the corner for the person who refuses to quit.

~Mary Kay Ash





OPEN REGISTRATION: May 1 – July 1, 2014

Don't delay!! Priority registration sells out quickly!!

How many Unit members will WE have

that will catch the dream?!