

Eagle National Area

Everyone Achieving Greater Levels of Excellence



April 2014 Newsletter—February Results

Pattie Robinson

Independent Future Exec. Sr. Sales Director



Court of Sales



| | NAME | YTD TOTAL |
|----|----------------------|-------------|
| 1 | Jennifer A. Lombardi | \$16,166.00 |
| 2 | Allyson N Richardson | \$15,068.00 |
| 3 | Kathy O. Newman | \$13,637.50 |
| 4 | C. West-Galbreath | \$11,793.00 |
| 5 | Devon D. Adams | \$10,757.50 |
| 6 | Angela V. Granville | \$8,757.00 |
| 7 | Linda S. Sheriff | \$8,579.00 |
| 8 | Francis L. Jordan | \$8,263.00 |
| 9 | Melissa M. Coleman | \$8,170.00 |
| 10 | Michelle I. Burgess | \$7,797.00 |



Court of Sharing



| | NAME | SEMINAR QUALIFIED |
|----|----------------------|-------------------|
| 1 | Melissa M. Coleman | 5 \$489.55 |
| 2 | Nicole R. Ritter | 2 \$272.74 |
| 3 | Allyson N Richardson | 3 \$205.89 |
| 4 | Amiee L. Thompson | 1 \$194.69 |
| 5 | C. West-Galbreath | 1 \$129.55 |
| 6 | Sandra Braswell | 1 \$120.13 |
| 7 | Courtney L. Fuller | 2 \$100.91 |
| 8 | Holly G. Richardson | 1 \$38.08 |
| 9 | Angela V. Granville | 2 \$34.54 |
| 10 | Cierra M. Craddock | 1 \$32.36 |



Building Our Eagle National Area!

Unit GOALS

Seminar 2014

- MILLION!
- Building our NSD AREA

FEBRUARY QUEENS

Queen of Sales



Sandra Braswell

Queen of Sharing



Sandra Braswell

Queen of Wholesale



Francis L. Jordan

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.

Golden Eagles 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



Pattie Robinson
Sales Director

OFFSPRING DIRECTORS

First Line Directors



Nicole Staton



Dora Sharp



Tammy Bryant

Second Line Directors



Name Here



Name Here

FUTURE DIRECTORS



Kathy O. Newman



Cynthia Y. West-Galbreath

STAR RECRUITERS



Melissa M. Coleman



Teresa A. McNeil



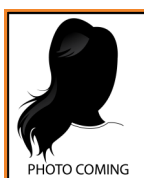
Travi L. Rambali



Janice Robson



Terry Sharritts



Michelle C. Tyson

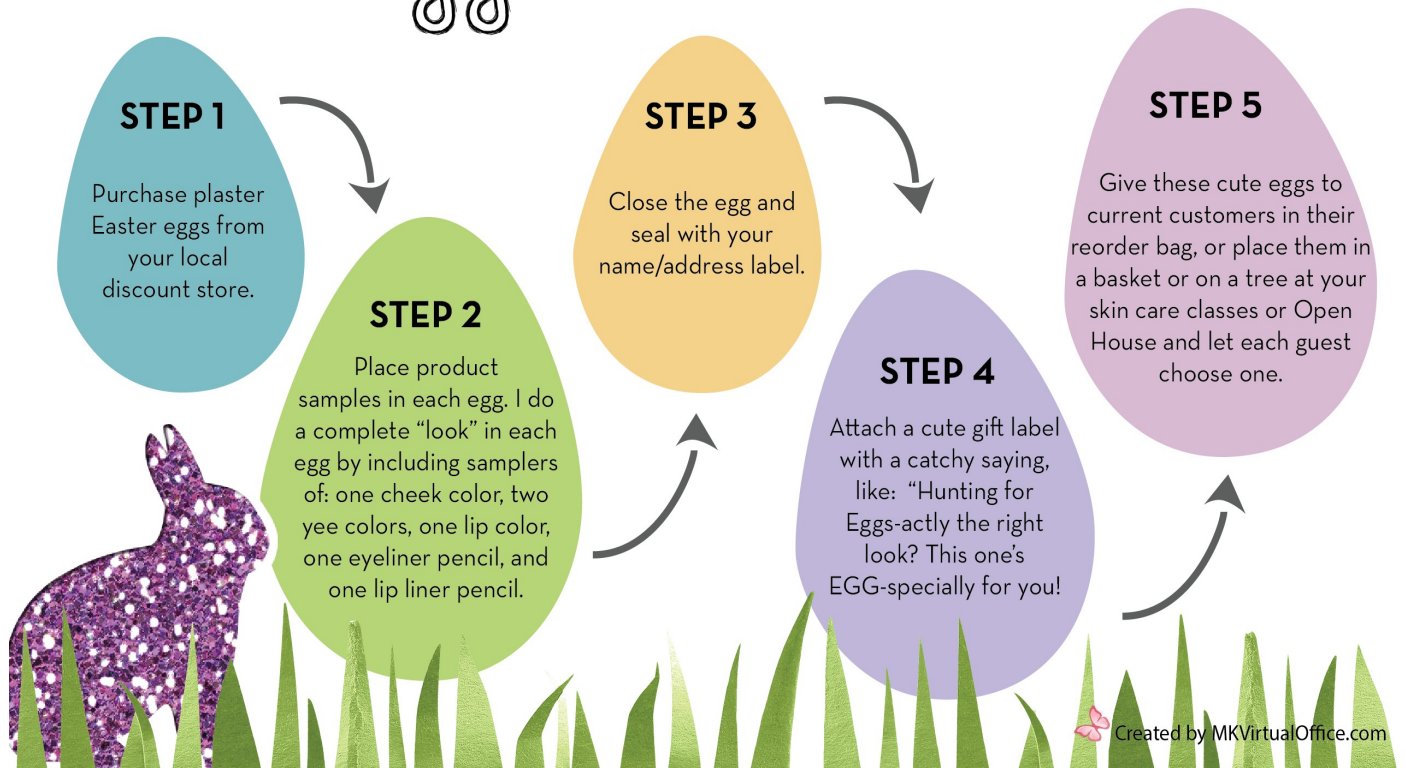
SENIOR CONSULTANTS

Elizabeth A. Behm
Sandra Braswell
Michelle I. Burgess
Angela V. Granville
Jennifer L. Hellman
Kenya I. Kilpatrick
Barbie LeonGuerrero
Jennifer A. Lombardi
Jo-van E. Mangum
Annette E. Mathis
Margaret A. McCaskil
Laurie R. Mills
Emily A. Olson
Allyson N. Richardson
Holly G. Richardson
Nicole R. Ritter
Linda S. Sheriff
Penny M. Spears
Rokeya M. Thomas
Amiee L. Thompson
Kelly J. Watson
Valerie K. Wood



There's always room for
more!

AN "egg-celent" EASTER IDEA



You're Invited to a "SPRING CLEAN & TRASH IT" Event

It's time to get rid of those old cosmetics that you are not using! Throw them in a bag and bring them to this event and trade them in for a discount on new Mary Kay products!



You deserve to celebrate Spring with a fresh new YOU!

- 1-5 items: 5% off
- 6-10 items: 10% off
- 11-15 items: 15% off
- 16-20+ items: 20% off

Invite your friends and receive an additional 5% off
The guest that brings the most items receives a prize!

Date:
Time:
Place:

Sincerely,
Your Mary Kay Consultant,



Celebrate You!



April Birthdays

| Birthdays | Day |
|----------------------|-----|
| Jessica L. Ethredge | 2 |
| Julie C. Lieu | 2 |
| Carol T. Faircloth | 3 |
| Crystal L. Linville | 6 |
| Blanche Freeman | 8 |
| Sonia Villafane | 9 |
| Michelle H. Perakis | 10 |
| Kathleen A. Harman | 11 |
| Dorothy Joseph | 11 |
| Debra B. McElroy | 14 |
| Mildred B. Saintelus | 14 |
| Sheena B. Bell | 18 |
| Patricia R. Gaines | 18 |
| Wendy O'Neill | 19 |
| Patricia Smith | 19 |
| Emily F. Spruill | 21 |
| Maryann A. Kline | 23 |
| Erin L. Cain | 24 |
| Joan M. Klemenz | 25 |
| Sharon M. Wilson | 25 |
| Sandra Braswell | 30 |
| Faith E. Prue | 30 |

April Anniversaries

| Anniversaries | Years |
|----------------------|-------|
| Stacey L. Susic | 9 |
| Vicki Bell | 8 |
| Kim P. Clark | 8 |
| Sandy Nutter | 6 |
| Jeanette Rackley | 6 |
| Dana L. Rubick | 6 |
| Michelle I. Burgess | 5 |
| Carol T. Faircloth | 5 |
| Tammy L. Acevedo | 5 |
| Virginia C. Karch | 4 |
| Danielle E. Cobb | 4 |
| Felicia M. Schafer | 3 |
| Kathleen A. Harman | 3 |
| Jenny K. Musselman | 3 |
| Janice L. Arnold | 3 |
| Jo-van E. Mangum | 3 |
| Tiffany West | 2 |
| Karen Y. Hall | 2 |
| Catherine Sacco | 2 |
| Tara L. Daughtrey | 2 |
| Dannielle Avirett | 2 |
| Fawn Y. Burney | 1 |
| Melissa M. Farmer | 1 |
| Jackie Payne | 1 |
| Renee A. Hutchinson | 1 |
| Tiffany L. Foskey | 1 |
| Denikka D. Harris | 1 |
| Ernestine Thomas | 1 |
| Theresa Y. Evans | 1 |
| Sierra D. Belk | 1 |
| Marcie S. Molnar | 1 |
| Suhaily Soto | 1 |
| Elizabeth A. Behm | 1 |
| Donna M. Williams | 1 |
| Jamie L. Williams | 1 |
| Brigette Y. Anderson | 1 |
| LaQuannah S. Barnes | 1 |
| Faith M. Campbell | 1 |
| Patricia I. Ferreira | 1 |
| Pamela H. Ruiz | 1 |

February Love Checks

| | |
|--------------------------------|------------|
| 13% Recruiter Commission Level | |
| Pattie A. Robinson | \$1,373.22 |
| 9% Recruiter Commission Level | |
| C. West-Galbreath | \$128.99 |
| Kathy O. Newman | \$83.41 |
| 4% Recruiter Commission Level | |
| Sandra Braswell | \$120.13 |
| Michelle C. Tyson | \$72.76 |
| Nicole R. Ritter | \$38.80 |
| Travi L. Rambali | \$34.90 |
| Melissa M. Coleman | \$31.45 |
| Jennifer A. Lombardi | \$24.17 |
| Terry Sharritts | \$22.56 |
| Teresa A. McNeil | \$22.26 |

You're a *Star!*

3rd Quarter Stars
December 16 - March 15, 2014



PATTIE ROBINSON
Emerald Star



PATRICIA SMITH
Emerald Star



FRANCIS JORDAN
Emerald Star



JENNIFER LOMBARDI
Diamond Star



BARBIE LEONGUERRERO
Ruby Star



JESSICA FLYNN
Ruby Star



SANDRA BRASWELL
Ruby Star



KATHY NEWMAN
Sapphire Star



NICOLE RITTER
Sapphire Star



FAITH PRUE
Sapphire Star



CYNTHIA WEST-GALBREATH
Sapphire Star



LINDA SHERIFF
Sapphire Star



TOMICA KELTON-HARRIS
Sapphire Star



MICHELLE BURGESS
Sapphire Star



SHERRI SCOTT
Sapphire Star

\$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 DIAMONDSTAR!**

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!

"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's 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

Cynthia L. Chambers
 Sherri S. Dell
 Carolyn M. Grizzell
 Kamil Maclin
 Mildred B. Saintelus
 Heidi U. Scheffler
 Patricia Smith

From

FORT BRAGG, NC
 FAYETTEVILLE, NC
 GLENWOOD, IN
 COLUMBIA, MD
 OLNEY, MD
 FAYETTEVILLE, NC
 BOWIE, MD

Sponsored by

Sirena McCauley
 Jennifer Lombardi
 Terry Sharritts
 Sandra Braswell
 Pattie Robinson
 Nicole Ritter
 Sandra Braswell

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

| Name | Amount | Name | Amount | Name | Amount |
|----------------------|------------|----------------------|----------|----------------------|----------|
| Francis L. Jordan | \$3,600.00 | Seania King | \$268.00 | Amanda M. Hinen | \$202.50 |
| Patricia Smith | \$3,003.25 | Rachel N. Poteet | \$263.00 | Felicia M. Goetsch | \$202.00 |
| Barbie LeonGuerrero | \$1,875.00 | Michelle C. Tyson | \$252.50 | Charlotte F. Lloyd | \$202.00 |
| Faith E. Prue | \$1,819.00 | Alisa I. Baker | \$250.00 | Carolyn R. Sternberg | \$201.50 |
| C. West-Galbreath | \$1,096.75 | Nannette Cox | \$250.00 | Tammy L. Acevedo | \$201.50 |
| Jennifer A. Lombardi | \$970.00 | Cynthia Aquino | \$246.00 | Danielle E. Cobb | \$201.00 |
| Kathy O. Newman | \$852.50 | Elissa R. Lawson | \$241.00 | Y. Martinez-Rivas | \$201.00 |
| Teresa A. McNeil | \$636.50 | Patricia V. Walker | \$236.75 | Lisa I. Crandall | \$201.00 |
| Kelly J. Watson | \$608.00 | Sue A. Lanka Pollnow | \$236.00 | Janice M. Phillips | \$200.00 |
| Sirena S. McCauley | \$604.25 | Jennifer L. Hellman | \$225.00 | Wendy O'Neill | \$200.00 |
| Harriet D. Burnette | \$604.00 | Nancy A. Moore | \$220.00 | Mary F. Murphy | \$156.50 |
| Michelle I. Burgess | \$603.50 | Sandra Braswell | \$219.50 | Deana O. Nance | \$151.50 |
| Terry Sharritts | \$415.00 | Melissa M. Coleman | \$219.25 | Alyson P. Cunningham | \$134.00 |
| Angela V. Granville | \$397.00 | Nicole R. Ritter | \$216.50 | Kathy Siverling | \$110.50 |
| Sherri C. Scott | \$375.00 | Carol A. Thompson | \$213.75 | Debra B. McElroy | \$108.25 |
| Danielle R. Kocher | \$367.00 | Valerie K. Wood | \$211.50 | R. Barron-Voigt | \$104.50 |
| Aretha D. McCormick | \$363.00 | Connie L. Roller | \$209.50 | Brenda B. Delaune | \$98.00 |
| Tam T. Nguyen-Wilke | \$355.00 | Maria R. Dudley | \$208.50 | Laurie R. Mills | \$97.50 |
| Travi L. Rambali | \$348.50 | Joan M. Klemenz | \$207.00 | Donna C. Cranford | \$67.00 |
| Kastle A. Likens | \$344.00 | Jo-van E. Mangum | \$206.75 | Erin L. Cain | \$60.50 |
| Kenya I. Kilpatrick | \$327.50 | Deborah D Trovillion | \$206.50 | Crystal L. Linville | \$58.50 |
| Carolyn L. Martin | \$324.50 | Janice Robson | \$205.50 | Juanita L. Edwards | \$53.00 |
| Courtney L. Fuller | \$323.50 | Erica D. Landry | \$205.00 | Dana N. Armstrong | \$48.00 |
| Linda S. Sheriff | \$307.00 | Jacque S. Vogt | \$205.00 | Jan M. Amacker | \$37.50 |
| Brigette Y. Anderson | \$307.00 | Michelle H. Perakis | \$205.00 | Karen D. Dawson | \$15.75 |
| Kasey Harkness | \$306.75 | Penny M. Spears | \$204.00 | Pattie A. Robinson | \$793.50 |
| Linda L. Hacker | \$293.00 | Kristen M. Anderson | \$204.00 | | |
| Paula D. Bradford | \$283.50 | Tara H. Holt | \$203.50 | | |

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