



AUDREY'S BELIEVERS AND ACHIEVERS NEWSLETTER



May 2014 Recognition & Results



Top Love Check
Portia
A Statewright



Sharing Queen
Gracie
Thomas



YTD Sharing Queen
Portia
A Statewright



YTD Retail Queen
Tisha
Allen

Look Who Shared in May



Gracie Thomas
1



Tisha Allen
1



Audrey Wallace
1

Dear Believers and Achievers,

June is an amazing month for us. It's time to hit the gas and work hard to finish up our extraordinary goals. I can't believe the end of the year is almost here and I'm so excited to be in the position to encourage you all towards your own successes. Remember we're in business for ourselves, but never by ourselves. Mary Kay wants to show us they are behind us by rewarding us with a Follow Your Heart pendant necklace with any \$400+ order. Isn't that awesome? No matter how close or far you are from your goal, you'll be one step closer each call you make! It's time to jump into action!

If you aren't quite where you'd like to be this last year of the seminar year, don't despair. No one ever gained anything by sitting around feeling sorry for herself and beating herself up. Believe me, I've tried that strategy in the past. If you're not finishing up your goals the way you'd like, I challenge you to take one day and regroup. Rather than focus on what you haven't done, focus on where you'd like to be this time next year. Really take the time to map out your plan. Break it down into daily, weekly, monthly and quarterly goals. Then begin the activity today. You'll have most of this month to get your systems in place, book appointments, call each and every customer, place your order to have products on your shelf, etc. This is not only a great way to kick off the new year, it's an easy way to fall back in love with your Mary Kay business when you call all the awesome women you get paid to work with!

We are fully into summer now, and everyone is thinking about tans, great summer looks, gift ideas and sun care. It's a great time to check back in with your customers and ask how you can meet their needs. It may just be a quick drop off at their work, but many women will be interested in fun color classes with their friends, which with our Color Confident class has never been easier! Summer classes lead to wonderful summer prospects, especially moms that need some girlfriend time in between all those games and summer activities. Whatever your focus, make sure you take the time to ask. Each new potential hostess, prospect, and basic new customer could be a vitally important person to your business, and you may be changing her life. Think of her and her needs, and you'll never go wrong. Let's finish this seminar year strong with gusto that Mary Kay Ash would be proud of!

Love and Belief, Audrey



Are you one of those people who works better under a deadline? Well, if you haven't earned your Advanced Color Consultant designation yet, we've got a deadline for you – and if you meet it, you'll earn a little extra recognition!

Pass the four brief quizzes that make up the Color Confident program by June 30, and you'll receive this Advanced Color Consultant ribbon to add to your Seminar attire!

The Advanced Color Consultant designation is a fantastic draw for potential customers searching for an Independent Beauty Consultant through the Consultant Locator. This special designation shows that you've put in the extra effort to increase your knowledge of color products and can help your customers choose the shades that make them look absolutely stunning! (Oh – and did we mention the education is free?)



June 30 will be here before you know it, so get Color Confident today!

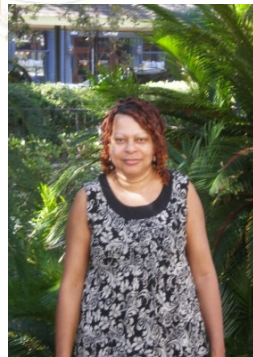


Confidence comes by doing – not thinking. I guess this business has gone from my brain where I thought it would work, to my heart where I know it will work! Confidence isn't knowing everything there is to know, but knowing that you can get an answer to what you want to know. And confidence isn't something you just get all at once. It is something that starts as a seed within you and just starts growing and growing as you nurture and feed it by doing and doing.

By Kathy Drobish

Happy 50th Anniversary Mary Kay!

Our Top 5 Stars and Future Stars This Quarter



**Sharon
Champion**
Diamond



**Portia
Stawright**
Ruby



**Tisha
Allen**
Sapphire



**Gracie
Thomas**
On-Target



**Keisha
Simmons**
On-Target

Thank You Consultants Who Invested in Their Business in May

Sharon Champion	\$3,019.00
Portia A Stawright	\$1,496.50
Gracie Thomas	\$1,271.25
Tracey Lundy	\$781.25
Keisha Simmons	\$438.00
E'Licia Walton	\$370.50
Aaliyah Burrell	\$360.00
Carolyn William	\$329.00
Richard Simms	\$304.50
Valerie Reagan	\$269.50
Shelley Jackson	\$236.00
DeLisa Buffington	\$228.00
Marie Binion	\$227.50
Tiffanie Rosier	\$227.50
Tracy Clark	\$226.00
Barbara Sherwood	\$225.00
Candice Williams	\$225.00
Deborah Brown	\$225.00
LaRosa Gibson	\$225.00
Dionne Stone	\$150.50
Patricia Funches	\$110.00
Wanda Wallace	\$109.75

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 6/15/14

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
Diamond	Sharon Champion	\$3,019	\$581
Ruby	Portia Stawright	\$2,402	\$598
Sapphire	Tisha Allen	\$1,802	\$598
	Gracie Thomas	\$1,271	\$529
	Keisha Simmons	\$961	\$839
	Tracey Lundy	\$781	\$1,019
	E'Licia Walton	\$644	\$1,156
	Deborah Brown	\$482	\$1,318
	Marie Binion	\$456	\$1,344
	DeLisa Buffington	\$454	\$1,346
	Wanda Wallace	\$430	\$1,370
	Valerie Reagan	\$414	\$1,386
	Dionne Stone	\$379	\$1,421
	Aaliyah Burrell	\$360	\$1,440
	Zelna Bennett	\$350	\$1,450
	Carolyn William	\$329	\$1,471
	Richard Simms	\$305	\$1,495
	Carolyn Minnifield	\$295	\$1,505
	Taneshia Taylor	\$292	\$1,508
	ViLee Ford	\$289	\$1,511
	Ashley Singleton	\$278	\$1,522
	Phyllis Campbell	\$274	\$1,526
	Ericka Gates	\$250	\$1,550
	Kay Rosier	\$249	\$1,551
	Shelley Jackson	\$236	\$1,564



Celebrating 50
years: Mary Kay
Ash taught us how—
go live your dream!
One Woman Can!



Recruiters and Their Teams

DIQS

Portia Statewright

- Anna Duncan
- Cherrie Bartley
- Deborah Brown
- Geraldine Buffington
- Gracie Thomas
- Ila Robinson
- Kay Rosier
- Kenya Carswell
- LaTonya Clark
- Machonda Bryant
- Marie Binion
- Pat Fish
- Shamika Davis
- Tracey Lundy

Tisha Allen

- Barbara Sherwood
- Bridgett McBride
- Camia Peacock
- Candice Williams
- Christine Bey
- Gigi Lamar
- Johari Smith
- Kimberly Riggins
- LaRosa Gibson
- Monique Holloway
- Stacey Crosby
- Trella Gordon

Senior Consultants

Ashley Singleton

- Ericka Gates
- * Jennifer Richardson

DeLisa Buffington

Shelley Jackson

Dionne Stone

Antoinique Martin

E'Licia Walton

- Aaliyah Burrell
- * Adrienne King
- * Tara Boyd

Florenda Sylvester

Valerie Reagan

Geraldine Buffington

- Carolyn William
- DeLisa Buffington

Gracie Thomas

Tracey Lundy

Kay Rosier

- Tiffanie Rosier
- Wanda Wallace

Tiffanie Rosier

- Kiki McKay
- * Kimberly Morrow

ViLee Ford

- Phyllis Campbell
- * Florenda Sylvester
- * Roslyn Barlow



Top Love Checks



Portia
A Statewright

Tisha
Allen

Gracie
Thomas

9% Recruiter Commission

- Portia A Statewright
- Tisha Allen

4% Recruiter Commission

- Gracie Thomas
- Geraldine Buffington
- E'Licia Walton
- Kay Rosier
- DeLisa Buffington



Welcome New Consultants

Name:

Kimberly Riggins

Tracey Lundy

Sharon Champion

Sponsored By:

Tisha Allen

Gracie Thomas

Audrey Wallace



Welcome Back Consultants

Tracy Clark

Map your plan to be in the Queen's Courts



Queen's Court of Sales:
Order \$375 Wholesale Each Week

Queen's Court of Recruiting:
2 Qualified Recruits Each Month

Our Top 5 YTD Personal Retail Court According to MK Orders



Tisha Allen



Portia A Statewright



Ashley Singleton



Sharon Champion



E'Licia Walton

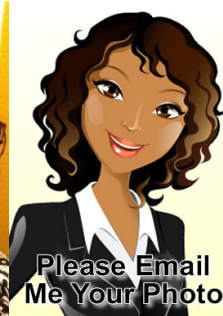
Year to Date Retail Court

1	Tisha Allen	\$14,267.50
2	Portia A Statewright	\$12,478.00
3	Ashley Singleton	\$8,422.00
4	Sharon Champion	\$6,849.00
5	E'Licia Walton	\$5,958.50
6	Deborah Brown	\$5,054.00
7	Dionne Stone	\$4,776.00
8	DeLisa Buffington	\$4,771.00
9	Keisha Simmons	\$4,175.00
10	Wanda Wallace	\$3,462.00
11	ViLee Ford	\$3,268.00
12	Gracie Thomas	\$2,941.50
13	Shelley Jackson	\$2,627.50
14	Ana Nieto	\$2,569.00
15	Marie Binion	\$2,151.50
16	Tiffanie Rosier	\$2,113.00
17	Geraldine Buffington	\$2,006.00
18	Antoinique Martin	\$2,006.00
19	Sheila Chavers	\$1,844.00
20	Kay Rosier	\$1,825.50

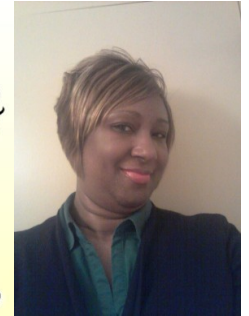
Year to Date Sharing Court



Portia A Statewright
3 Qualified
\$551.93



Florenda Sylvester
1 Qualified
\$35.09



Dionne Stone
1 Qualified
\$34.42

Portia A Statewright	3 Qualified	\$551.93
Florenda Sylvester	1 Qualified	\$35.09
Dionne Stone	1 Qualified	\$34.42
Gracie Thomas	1 Qualified	\$31.25

Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

Wanda Wallace
 Keisha Simmons
 Shelley Jackson
 DeLisa Buffington
 Deborah Brown
 Tisha Allen
 Audrey Wallace



Make sure to get your Mary Kay Personal Website THIS MONTH!!

Beginning July 1, subscriptions for all consultants will increase from \$50

to \$60. (The cost for first-year, first-time MK site subscribers will increase from \$25 to \$30.) If you renew this month, you can renew your current subscription for another year at the \$50 rate.

(Example: If your Personal Web Site subscription expires March 1, 2015, you can renew by June 30 and extend your \$50 subscription through March 1, 2016.)

You know your MK Web Site can pay for itself many times over and continues to be a value, even taking into account the increased subscription rates! Not only can your customers shop 24/7, they get timely tips and trends, order reminders and more!

PLUS~ The Personal Web Site Manager has gotten a makeover this quarter. The updated Web Site manager tool has a cleaner landing page and improved organization capabilities to easily access and update your site information. PLUS, it has a great new feature that allows you to offer purchase with purchase items on your site.



July Birthdays

Machonda Bryant	6
Sheila Ferrell	6
Kay Rosier	9
Camia Peacock	11
Adrienne King	15
Ziva Hatcher	25
Ana Nieto	27
DeLisa Buffington	27
Sheena Harrison	30

July Anniversaries

ViLee Ford	6
Adrienne King	1
Mary Hightower	1

Never let the spirit of the girl in you disappear. Make sure she has fun, to really believe there is always something new to discover.

~ NORMA KAMAL

MARY KAY
 one woman canSM
 50 YEARS



My most vivid childhood memories are of the hard times we endured when I was growing up in Houston. I was seven years old when my daddy came home from a sanitarium, and while three years of treatment had arrested his tuberculosis, he was never able to work again. My mother worked fourteen-hour days as a restaurant manager, and with what women were paid back then, we constantly struggled to keep our heads above water. I have never forgotten where I came from, and this helps me to empathize with others.

Taking the Road



to
Success



Portia Statewright
DIQ



Tisha Allen
DIQ



Our Senior Consultants

- Ashley Singleton
- DeLisa Buffington
- Dionne Stone
- E'Licia Walton
- Florenda Sylvester
- Geraldine Buffington
- Gracie Thomas
- Kay Rosier
- Tiffanie Rosier
- ViLee Ford

Are You Ready to
take your business
to the next level?





Regina Clark



Isabella Ashley



LaVonda Brannon



Jawana Whatley



Patrice Smith



Angela Perry-Hill



Cynthia Lewis-Frazier



Audrey Wallace



Kesia Webb-Dailey



Tanya Satcher



Lollie Ashley



Shirley Nichols



Valerie Williams



Olivia Washington



Faye Shaw Jenkins



Dorothy Noble



Cathy Caffey



Lynnette Giles



Pamela Sparks



MeMe Leslie Johnson



Santrice Johnson



Pam Davis



Stephaniea Wilson



Talisha Walker



Gwen Marshall



Tiffany Dance



Stephanie Love



Elizabeth Webb



Shirley Talley



Marilyn White

3rd Annual Alabama Rama

"Come join Alabama's "Finest" Mary Kay Sales Directors as we Celebrate New and Moving Up Red Jackets!"

Red Jacket Celebration!

June 14, 2014

10:00 AM

Embassy Suites
2960 John Hawkins Pkwy
Hoover, AL 35244

\$20 in advance (until June 7th)
\$30 after June 7th

Guests Are Free!

Husbands and significant others welcome.

Candy D. Lewis
National Sales Director

The first 50 Consultants to register will receive a special gift!

Directors/D.I.Q.'s Training
June 13, 2014
6:30 PM
Believe Central Success Studio
244 West Valley Avenue (Suite F)
Birmingham, AL 35209



The Glamorous Life Awaits You... You don't want to miss it!!!!

Royalty by the

Glamorous Life Getaway!

Sea

Qualifications to go:

1. All Four Quarter Stars
2. All Emerald Stars for 4th Quarter
3. Any Combination of Emerald Star for 4th Quarter
(Sapphire Star + 3 Qualified, Ruby Star + 2 Qualified or Diamond Star + 1 Qualified)

Qualification Dates:

March 16- June 15 2014

August 22-24, 2014



Regina Mitter Clark



Patrice Smith



Audrey Wallace



Isabella Ashley



Lavonda Brannon



Shirley Nichols



Yolanda Sherrod



Jawana Whatley



RACE FOR THE Pink Cadillac



June 1st-30th



**Be a part of
our Cadillac finish
and earn the New
Pink MK Business
Accessories!**

*Place a **\$225 wholesale order** and **WIN** the new Pink MK Business Card Holder!

*Place a **\$400 wholesale order** and **WIN** the new Pink MK Checkbook Cover!

*Place a **\$600 wholesale order** and **WIN** the new Pink MK Money Bag

*Place a **\$800 wholesale order** and **WIN** the new Pink MK Portfolio!

*Place a **\$1,000 wholesale order** and **WIN** the new Pink MK Tote!

*Place a **\$1,200 wholesale order** and **WIN** the entire new Pink MK Collection: the Business Card Holder, the Checkbook Cover, the Money Bag, the Portfolio AND the Tote!

If you started Mary Kay to make some money and work your business like a business, would you consider **investing in some inventory** to have on hand to build your store? Maybe it's time to take your business to the next level by having product on hand so you can provide the best service for your customers! Remember, the **Follow Your Heart** pendant necklace serves as a token of appreciation from our heart to yours for being a fearless role model and leader. It can be yours when you place a single \$400 or more Section 1 wholesale order in June 2014.

Take advantage of your **50% discount** to stock up on products for you and your family. Do you use Mary Kay from head to toe? If not, why not?! You're crazy to miss out on our fabulous products, especially when you get them at a discount! If you haven't ordered our new products yet, check them out now on Intouch!

**If every woman in our unit placed a \$225 wholesale order just to get products for personal use, that would make a huge contribution to our goal!*



Be Santa Claus this Summer!

With the season of weddings, graduations, Father's Day, baby showers

and bridal showers – giving MK products as gifts is a great way for you to save money this summer! If you're getting married, consider giving your bridal party Mary Kay gift sets!

Have you called your customers lately? Consider calling friends, family & customers to let them know about NEW products and to take reorders. This is a time when a lot of women are looking for a new look!

Have a **\$1000 Day**. Make it your goal to sell \$1,000 in 24 hours by contacting your customers, prospective & former hostesses, family members, and personal use reorders!

Do you know people who work with a lot of women or even men? Consider asking them to be an **Outside Hostess** for you! Offer them \$25 free for every \$100 in orders they collect!

Be a **Star Consultant This Quarter!** Our Unit is going to be **ABUNDANT with Stars!** When you are a STAR, you earn a fabulous star prize and TONS of recognition!

We're Racing to The Finish Line... Great Ways YOU Can Help Our Unit!



How to Get 100 Names Fast!

“Hi, _____! This is _____ with Mary Kay. How’s your skin care going? What are you running low on? Well, _____, the REAL reason I’m calling is because my director has challenged me to get 100 referral names to contact about a free facial and makeover. I thought to myself, ‘However will I find 100 names?’ and then I decided, ‘Hey, I’ll call my 10 favorite customers and ask them to help me out with 10 names each.’ For helping me out _____, I have your choice of _____ or _____. Now, some of my customers have the names handy, and some of them have to think about it for a few hours. Which do you prefer?”



What to do with the 100 names...

“Hi, _____! This is _____. You don’t know me, but we have a mutual friend in _____. I’m her Mary Kay Beauty Consultant and I asked her for the names and numbers of some friends who would be great models for my before-and-after portfolio, and right away she thought of you! (pause) (They’ll usually say ‘Oh’ or giggle or ‘She did, eh?’) _____ gave me your name, not because she thought you NEEDED a makeover, she just thought you’d be a great model for me. For helping me out, you get a \$10 gift certificate toward any Mary Kay product plus a total skin care analysis and a free glamour makeover. It takes about an hour. I’m setting up my appointments for the next week. Which works better for you, _____ or _____? (Secure a time for her facial). (Find out her address and directions.) _____, seeing as you don’t know me, it would be a lot more fun if you share your facial with some friends. And if you find that 10 or 15 want to come, that’s okay, we’ll just split it up into 2 sessions. Everyone gets a makeover, but YOU get the gift certificate. Do you have some friends in mind already? I’ll call you the day or two before our appointment to find out about their skin. That helps me determine what to bring for them. Speaking of that, can I ask you a few questions about your skin?” (Pre-profile her NOW). End the call telling her you’re looking forward to meeting her at _____ at _____ o’clock on _____ date.





A Search For 30 Beautiful Faces

Name _____ Email _____ Phone # _____

1. A woman who says hello _____
2. A woman with glasses _____
3. A pregnant woman _____
4. A woman with lovely silver hair _____
5. An attractive redhead _____
6. A sales person _____
7. A cashier _____
8. A woman with beautiful nails _____
9. A woman with a baby stroller _____
10. A woman wearing a suit _____
11. A woman wearing jeans _____
12. A woman in a store line _____
13. A sharp-dressed woman _____
14. A woman with beautiful skin _____
15. A woman with curly hair _____
16. A woman in red _____
17. A woman with a dress _____
18. A woman wearing a scarf _____
19. A woman at church _____
20. Someone who smiles at you _____
21. A blonde _____
22. A woman with a briefcase _____
23. A woman wearing glamour make-up _____
24. A waitress _____
25. A woman with a bracelet _____
26. A woman with a shoulder bag _____
27. A woman with a necklace _____
28. A woman with a hat _____
29. A woman with a toddler _____
30. A woman with a lot of rings _____



Begin with, "Excuse me, you are going to think I'm crazy, but I'm in a MK Scavenger Hunt and you have _____. Could you fill this out to help me win, and I'll be happy to give you a free sample and a free makeover?"

The MOST COMMON MISTAKES in SELLING

- written by Brian Azar

Do you wish that your quest for clients and customers was more fruitful? It will be if you avoid falling into these common traps.

- 1. Does selling often feel like begging?** Too often, salespeople fail to think of their time with a prospect as an interview to find out whether the prospect qualifies to do business with their company. Instead of asking the questions that will determine whether it's possible to move the prospect to the level of customer, salespeople often find themselves **hoping...wishing...and even begging** for the opportunity to "**just show my wares**" and maybe make a sale. Think of yourself as a doctor instead. A physician examines the patient thoroughly before making a recommendation, using various instruments to conduct the examination. **In selling, questions are the instrument to conduct a qualifying examination of the prospect.**
- 2. Do you talk too much?** Salespeople who are too focused on their pitch end up monopolizing the time with a prospect with their talk, while the prospect must listen (whether they're interested or not). As a result, for every hour spent in front of a prospect, five minutes is spent selling the product or service - and 55 minutes saying things that might actually be buying it back. Result: no order, canceled order or "I'll think it over." **The 80/20 Rule (80 percent of your business comes from 20 percent of your clients)** applies to selling, as well. The goal should be to get **the prospect to do 80 percent of the talking, while you do only 20 percent.**
- 3. Do you make too many presumptions?** Most companies are no longer in the business of selling products but of providing solutions. This is fine, except that often salespeople try to tell the prospect the solution before they even understand the problem. If salespeople were seen as accountable for their solutions, as doctors are for their prescriptions, they would be forced - at the risk of malpractice - to examine the problem thoroughly before proposing a cure. **The salesperson must ask questions up front to get a thorough understanding of the prospect's perspective.**

(continued on the next page)

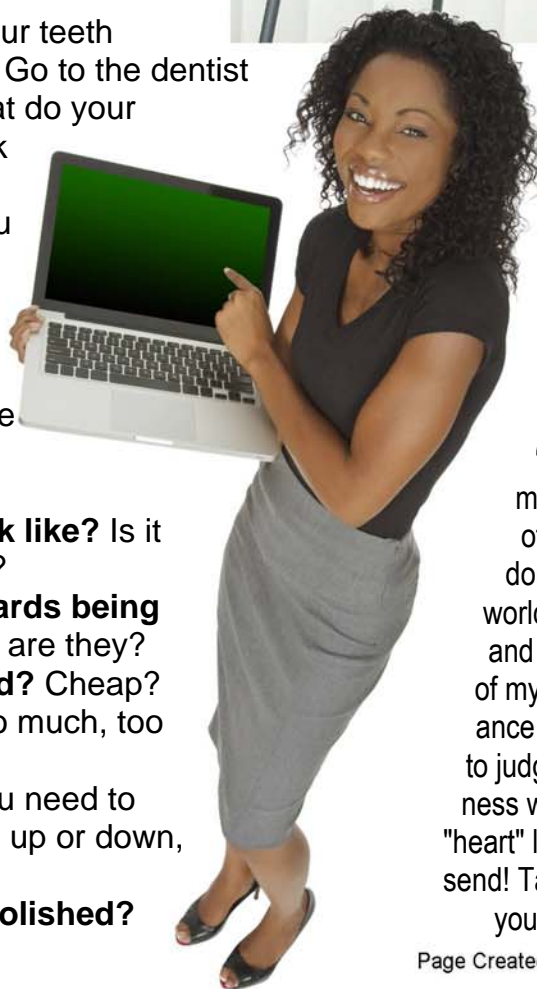
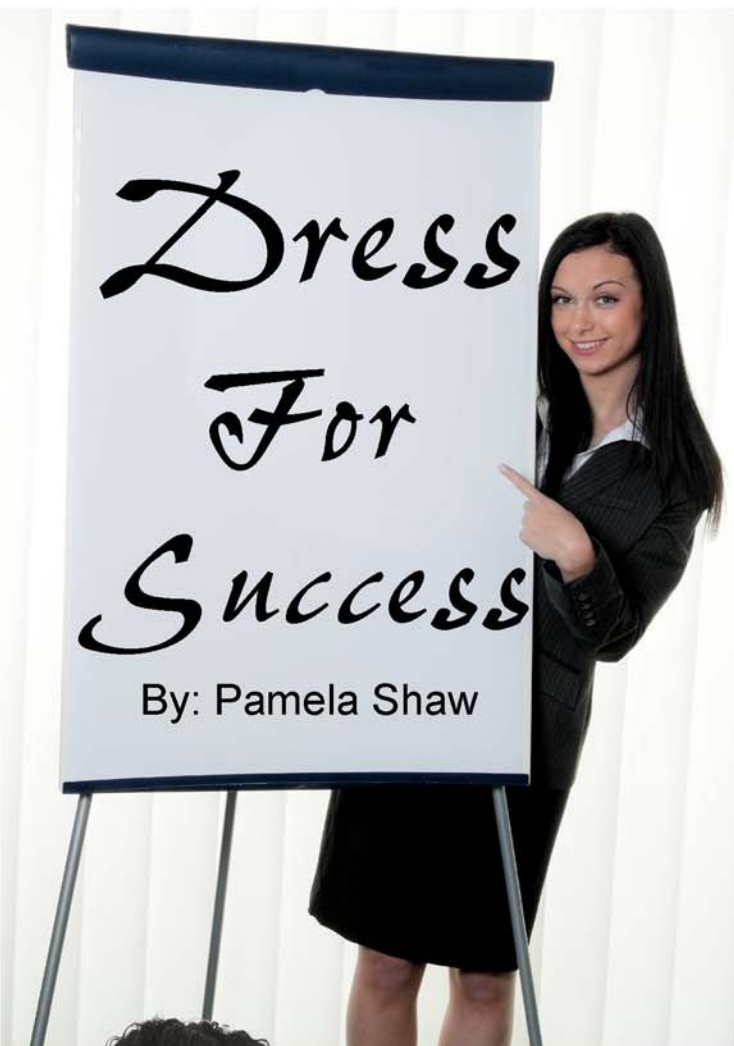


The MOST COMMON MISTAKES in SELLING, Continued

4. **Do you answer unasked questions?** When a customer says something like, "Your price is too high," salespeople often switch into a defensive mode. They'll begin a lengthy speech on **quality or value, or they might respond with a concession or price reduction.** If customers can get a discount by merely making a statement, they will reason that they shouldn't buy before trying something more powerful to get an even better price. **"Your price is too high" is not a question; it does not require an answer.**
5. **Do you fail to get the prospect to reveal budget up front?** How can the salesperson possibly propose a solution without knowing the prospect's priority on a problem? Knowing whether money has been allocated for a project can help distinguish someone who is ready to solve a problem from someone who is merely fishing around. The amount of money the prospect is willing to invest to solve a problem will help determine whether a solution is feasible, and if so, which approach will be best.
6. **Do you make too many follow-up calls?** Whether because of a stubborn attitude that every prospect can be turned into a customer or ignorance that a sale is truly dead, salespeople sometimes spend too much time chasing accounts that don't qualify for a product or service. This fact should have been detected far earlier in the sales interview process.
7. **Do you chat about everything and avoid starting the sale?** Building rapport is essential, but not if the small talk doesn't end and the sale doesn't begin. Unfortunately, the prospect usually recognizes this before the salesperson. The result: the salesperson is back on the street wondering how he or she did with that prospect.
8. **Do you prefer to hear "I want to think it over" rather than "no"?** Prospects frequently end a sales interview with the standard "think it over" line. The salesperson often accepts this indecision. It's easier to tell a manager or convince yourself that the prospect may buy in the future than to admit that the prospect is not a qualified candidate for the product or service. After all, isn't it the salesperson's job to go out and get prospects to say yes? Getting the prospect to say no can make you feel rejected or a failure. **But a no allows you to go on to more promising prospects.**
9. **Do you have a systematic approach to selling?** When you find yourself ad-libbing or pursuing a hit-or-miss approach to a sale, the prospect controls the selling process. Salespeople who are disorganized in their presentation often leave a sales call confused and unsure of where they stand. This happens because they don't know where they have been and what the next step should be. **Following a specific sequence, and controlling the steps through the selling process, is vital to an organized, professional sales effort.**



1. **How is your hair?** Has anyone said lately, "I love the color!" "What a great cut!" "Your hair looks awesome!?" If not, go to the best colorist, the best stylist you can find and GET IT DONE!!!
2. **What is the look of your best business suit?** Is it outdated? Is it "cheap?" (I don't mean what you paid for it; I mean fabric, style...) Does it fit? Is the hem right for your legs? Is the color the best for you? You are making a statement... what is it?
3. **Shoes...**what are you wearing? Are they cheap? Do they look cheap? Are they a comfortable heel? Attractive heel? Nice leather? Good tip (not click clack...I used to call those my "fall in the mall" shoes! ha!)
4. **Hose....** are they beautiful and look "special" on your legs?
5. **Make up....** who is especially good with the product in your area? Ask for advice or a makeover.... Are you still wearing the same shades in the same places you were a year ago? Lipstick? Same? Liners, same? Make sure you look your absolute best!!!!
6. **Personal...**have you had your teeth cleaned recently? I mean it! Go to the dentist and get that plaque off! What do your fingernails and toe nails look like? How is your breath? And what breath mint do you carry with you?
7. **What does your ink pen look like? Brief case, phone case or folio?** (Trash the tote bag if you are looking for your next million \$ offspring director!)
8. **What does your purse look like?** Is it cheap? Too big? Too small?
9. **What are your business cards being carried in?** How accessible are they?
10. **Are your earrings outdated?** Cheap? Too big? Other jewelry? Too much, too little? Go for classic!
11. **Do your clothes fit?** Do you need to have a jacket taken up, skirt up or down, sleeves raised?
12. **Are your leather articles polished?** (Shoes, purse, etc...)



I am not suggesting that you all run out and purchase a \$200 suit, but I am suggesting that you take an honest look and ask the opinion of a "classy" friend who will tell you the truth.

As you purchase new items, make sure they are classic, quality, and fit the look you are after! I'd rather have one suit that is "**slammin**", one that I feel like a million in, than to have a closet full of cheap and outdated items that don't fit, don't appeal to the fashion world (we are in the beauty business), and don't work at growing the quality of my business. Like it or not, appearance is the first element a person has to judge whether she wants to do business with you. You will get a chance at "heart" later, but first, your look will sell or send! Take a close look and dress up for your New Year Break Through!!

OVERCOMING Objections

An objection is simply a request for more information. It means that the client is interested, so we should welcome objections. I have found that usually you will hear two objections before you actually get to the *real* objection.

A “no” means *maybe* and a “*maybe*” means *yes*. We are born with only two fears, and those are the fear of falling and the fear of noises. We develop all of the other fears as we grow up. If you look at children, they have very little fear of activities in life (and that is why we teach them not to run in the street, etc.), but look at adults, and they have developed fears of all sorts of things.

MOST COMMON OBJECTIONS

Practice these techniques on the following objections. You will find this is pretty much what you will hear over and over, but in different words saying the same objections:

Booking Objections:

1. I don't have the time.
2. I don't know who to invite or don't know anyone.
3. Everyone I know has already tried Mary Kay.
4. I don't wear makeup.
5. I don't do parties, or my husband won't let me have parties.

Selling Objections:

1. Can't afford it. (If they say this objection, then they want it!!! However, if they tell you it is too expensive...then you have to look at your presentation because you aren't selling them on the features and benefits!)
2. Just bought a supply of brand x.
3. Have to ask my husband before I can buy it.

Recruiting Objections:

1. Not the sales type.
2. Don't have the time.
3. Wait until ... the kids are in school, or after the holiday etc.
4. Don't have the money.



By: Connie Lustig



When you are overcoming an objection, remember to mirror the person...i.e. if she talks fast, you talk fast, if she talks slow and low, you do the same. The steps in overcoming objections are:

1. **Listen** (always look at her right eye at all times)
2. **Acknowledge** what she said (just means to repeat back to her what she said--nodding)
3. **Empathize** (use the word *feel*... i.e. I know how you feel)
4. **Overcome** (use the word *felt*...i.e. because I or someone else *felt* the same way too)
5. **Solution** (use the word *found*...i.e. but I *found*)
6. **Choice** (give her a choice of only two things ..i.e. which would be better for you--to order your showcase with a credit card or use a check?) If it is a selling objection however, give three choices.
7. **Silence** (After giving a choice, sit there and just look into her right eye... she will not sit longer than 30 seconds. You must keep quiet, though, because the ball has been hit into her court, and you must allow her the opportunity to hit it back into your court with another objection.)



AUDREY WALLACE
INDEPENDENT SALES DIRECTOR
AUDREY'S BELIEVERS AND ACHIEVERS UNIT

1105 Griswold Road
Fairfield, AL 35064
audrey@cadyunit.com

Return Service Requested



**Words of Wisdom
From Mary Kay Ash**

Be a dreamer. Have a sense of greatness. It has been said that if you can dream it, you can do it. And I believe that. Before your dream can become a reality, you have to see it in your own mind; see its fulfillment, whatever it may be.

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