



THE WASHINGTON CHARGERS NEWS

BATTERIES NOT INCLUDED, WE'RE CHARGED UP BY FAITH, LOVE, DESTINATION, AND DETERMINATION



May 2014 Recognition & Results



Top Love Check
Valencia
Slater



Please Email Me
Your Photo

Sharing Queen
This Could
Be You



YTD Sharing Queen
Valencia
Slater



YTD Retail Queen
Kenyetta
Mathews

Hurt Feelings and Anger: Don't Be Afraid To Ask!

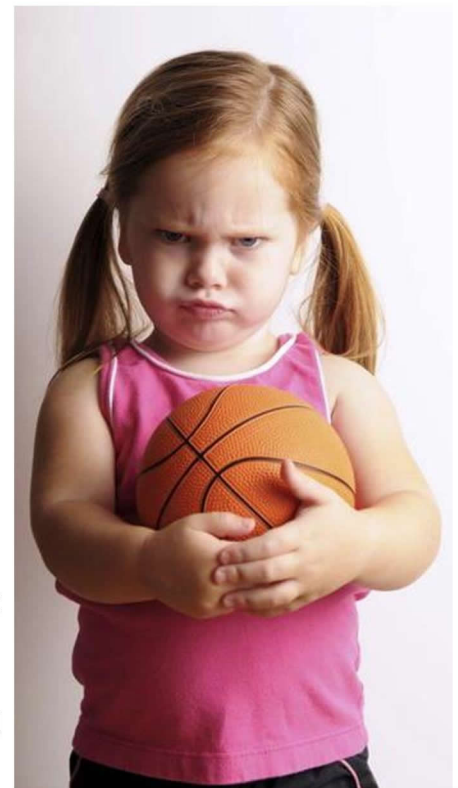
How much closer to living our dreams we'd be if everyone who ever promised us something delivered. How much fuller our lives would be if, any time we asked people for something, they would give it to us. When we don't get what we from others, when they fail to keep their promises, when they let us down, we often have hurt feelings.

Even deeper (and more frequent) are the times we have let ourselves down. How much greater are our imagination and desires than our physical abilities to fulfill them.

The result of all this letdown is often hurt feelings-sadness, loss, grief. In our bodies, hurt feelings are usually felt in the center of the chest, in the area most people refer to as the heart. (As with the stomach, it's not located directly over the physical heart, but close.)

A common "cover-up" for hurt is anger. We blame whatever or whoever let us down, and we get steamed. ("How dare you?" "Why didn't you?") Some people have anger as the automatic response to disappointment. In almost all cases, however, hurt is just underneath.

After enough hurt and anger, people tend to decide, "I'm not going to do anything that causes me any more pain." **That would, of course, include any dream-fulfillment behavior that includes asking people (including ourselves) for things-some of which we'll get, and some of which (let's be honest: most of which) we won't.**



By: Peter McWilliams

Dear Washington Chargers,

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, Olivia



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



Tamika Lamb
Ruby



Kenyetta Mathews
Sapphire



Debra Harris
On-Target



Gwendolyn Hill
On-Target



Sheri Hollie
On-Target

Top 20 Consultants Who Invested in Their Business in May

Valencia Slater	\$740.50
Tamika Lamb	\$621.00
Keshia Todd	\$603.00
Gwendolyn Hill	\$589.00
Sheri Hollie	\$491.00
Kenyetta Mathews	\$471.50
Taneshia Jones	\$460.00
Sylvia Ogletree	\$400.50
Tara Motte	\$375.50
Martrece Sullivan	\$375.25
Brenda Armstrong	\$341.50
Anita Curry	\$300.50
Valerie Cunningham	\$251.00
Bridget Lewis	\$248.00
Mary Russell	\$244.50
Sherita Wilson	\$229.00
Sherita Gunter	\$226.00
Bettye Montgomery	\$225.50
Alissa Patterson	\$225.00
Camesha Turner	\$225.00

Congratulations On-Target Stars:

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

Star Achieved	Name	WS Needed for Next Star
Ruby	Tamika Lamb	\$209.00
Sapphire	Kenyetta Mathews	\$599.00
	Debra Harris	\$292.00
	Gwendolyn Hill	\$510.00
	Sheri Hollie	\$706.00
	Valencia Slater	\$1,052.00
	Valerie Cunningham	\$1,071.00
	Taneshia Jones	\$1,115.00
	Othessa Walker	\$1,166.00
	Charlesetta Storey	\$1,171.00
	Adrienne Montgomery	\$1,173.00
	Anita Curry	\$1,193.00
	Debbie Debardlabon	\$1,196.00
	Keshia Todd	\$1,197.00
	Nikara McNeely	\$1,198.00
	Shunesa Perkins	\$1,198.00
	Tara Motte	\$1,199.00
	Martrece Sullivan	\$1,200.00
	LaFaylor Slater	\$1,200.00
	Bridget Lewis	\$1,222.00
	Brenda Armstrong	\$1,232.00
	Evelyn Dial	\$1,344.00
	Sylvia Ogletree	\$1,399.00
	Melinda Sledge	\$1,400.00
	Adrienne Noguera	\$1,524.00



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



Recruiters and Their Teams

DIQS

V. Slater

- Adrienne Montgomery
- Alissa Patterson
- Angela Wilder
- Anita Curry
- Betty Montgomery
- Camesha Turner
- Charlesetta Storey
- Cristal Cummings
- Debbie Debardlabon
- LaFaylor Slater
- Martrece Sullivan
- Sherita Gunter
- Sherita Wilson
- Shunesa Perkins
- Tamika Lamb
- Taneshia Jones
- Tara Motte

Senior Consultants

Kenyetta Mathews

- Yolanda Benford
- * Santidra Stewart

Melinda Sledge

- Yolonda Smith
- * Freddie Hill
- * Lanetta Jones

Scarlet Shorter

Sheri Hollie

Valerie Cunningha

- Tammy Coleman
- * Dionne Clark

Reasons or Results

Peter McWilliams said, "In life, we have either reasons or results—excuses or experiences, stories or successes. We either have what we want, or we have iron-clad, airtight, impenetrable reasons why it was not even marginally possible to get it. We use one of the most powerful tools at our disposal—the mind—for our disposal. Rather than dispose of the barriers to our dreams, the mind disposes of the dreams. In the amount of time it takes for the mind to invent a good excuse, the mind could have created an alternate way of achieving the result—rendering excuse-making unnecessary."

As we bring an end to this seminar year, you can still make your dreams a reality. The point is to begin today. Choose results over reasons or excuses and watch your business soar this year!



Top Love Checks



Valencita Slater
\$424.16



Earn Your Own Love Check

**1-4 Active Team Members:
4% Commission**

**5+ Active Team Members:
9% Commission**

**5+ Active Team Members +
your personal \$600 order:
13% Commission**

Friendships require nourishment to sustain them, much like a garden—but like a garden they can also offer comfort year after year. A Diva is mindful of this and therefore thoughtful and generous. She waters her friends with words of appreciation, kindness, and understanding. She feeds them with little gifts "just because"; she fertilizes them with dependability and humor. And shields them from bad weather and wind by her compassion, providing a safe haven. She does all this without a scorecard, with no expectation of reciprocity. In return the Diva enjoys friends who are loyal and trustworthy; they give us advice when we ask for it and point out something when we need to see it, but are never judgmental. They know all about us and still like us. True friends bring out the best in, and want the best for, each other. — Elena Bates



Welcome Back Consultants

- Sherita Gunter
- Sylvia Ogletree
- Mary Russell
- Sherita Wilson

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



Kenyetta Mathews



Valencia Slater



Gwendolyn Hill



Debra Harris



Tamika Lamb

Year to Date Retail Court

1	Kenyetta Mathews	\$14,909.50
2	Valencia Slater	\$13,542.00
3	Gwendolyn Hill	\$10,329.00
4	Debra Harris	\$9,309.00
5	Tamika Lamb	\$6,078.00
6	Valerie Cunningham	\$4,352.50
7	Sheri Hollie	\$4,263.00
8	Evelyn Dial	\$4,143.00
9	Brenda Armstrong	\$3,619.00
10	Tara Motte	\$3,133.00
11	Melinda Sledge	\$2,868.00
12	Harriette Littleton	\$2,856.00
13	Tara Moore-Walker	\$2,848.00
14	Sylvia Ogletree	\$2,702.00
15	V. Baugh-Powell	\$1,902.50
16	Bridget Lewis	\$1,823.00
17	Adrienne Montgomery	\$1,811.00
18	Taneshia Jones	\$1,792.00
19	Bonita Patton	\$1,699.00
20	Charlesetta Storey	\$1,688.00

Year to Date Sharing Court



Valencia Slater
3 Qualified
\$411.08



Scarlet Shorter
1 Qualified
\$83.46

Make plans to be On Stage at Seminar 2014!!

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed. However, you may be offering them the opportunity of a lifetime— exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!

Happy 50th Anniversary Mary Kay! One Woman Can!



PCP Participants:

Yolanda Benford
Brenda Armstrong



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

Adrienne Montgomery	5
Derica Minor	12
Lashundra Jackson	12
Charlesetta Storey	17
Taneshia Jones	21
Brenda Armstrong	25
Cristal Cummings	25
LaToya Zinnerman	28

July Anniversaries

Bonita Patton	6
Lashundra Jackson	6
Tara Moore-Walker	4
Nikkia Knight	3
Derica Minor	1
Sherita Wilson	1

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



V. Slater
DIQ



Our Senior Consultants

Kenyetta Mathews
Melinda Sledge
Scarlet Shorter
Valerie Cunningha

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



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:

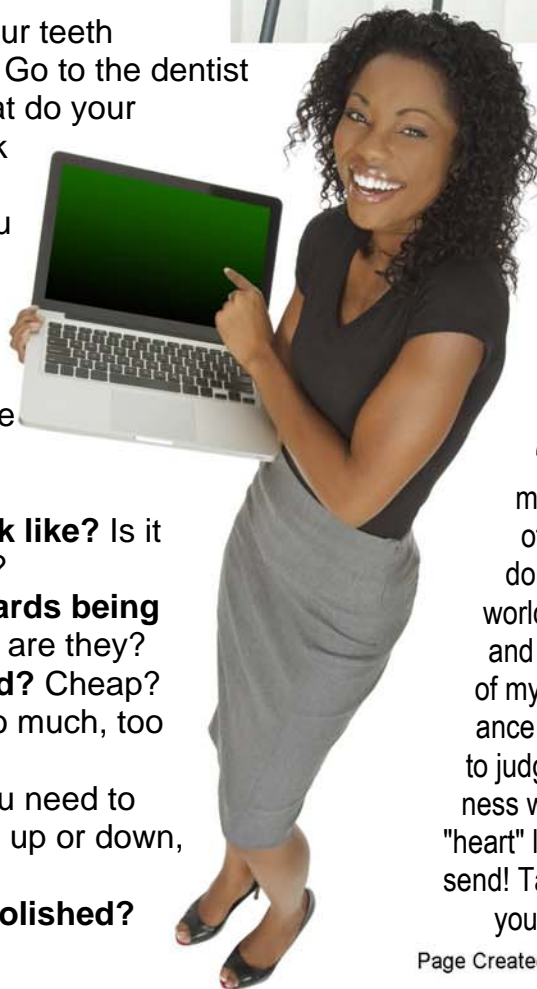
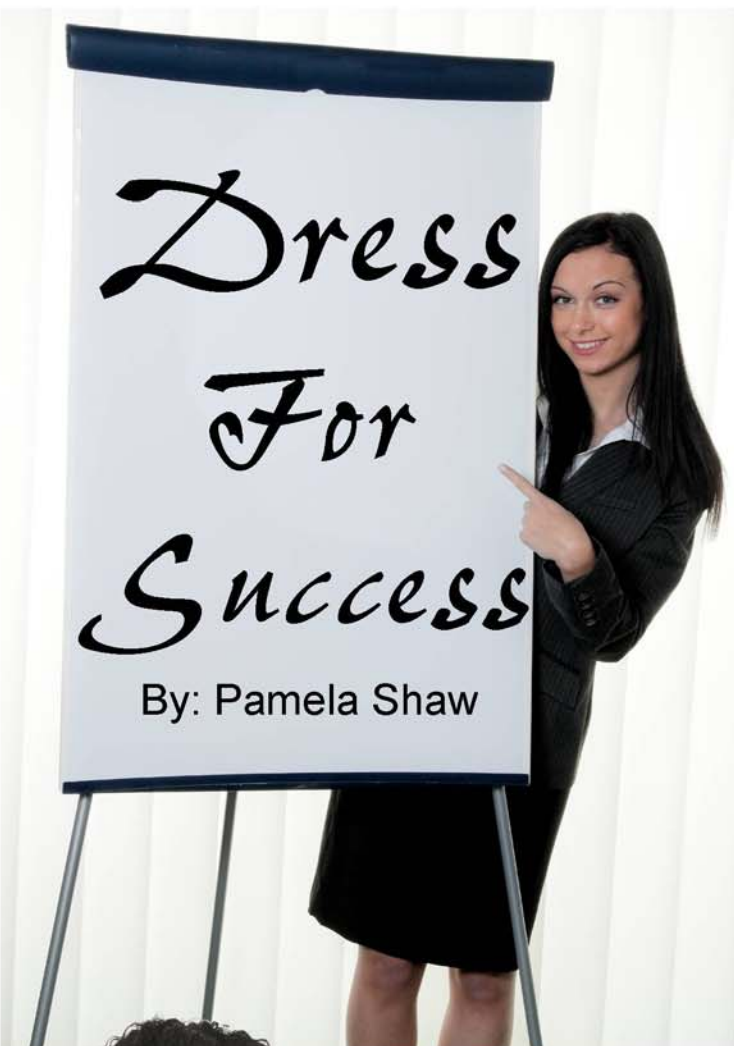
1. **Listen** (always look at her right eye at all times)
2. **Acknowledge** what she said (just means to repeat back to her what she said--nodding)
3. **Empathize** (use the word *feel*... i.e. I know how you feel)
4. **Overcome** (use the word *felt*...i.e. because I or someone else *felt* the same 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.)

Ten Leadership Qualities

Leadership Quality	Description of the Quality	Positive Influence
A mission that matters	A dream, vision, or purpose that drives the leader	Inspires people
Big thinking	A visionary capacity to see the potential others do not see	Attracts people
High ethics	Actions based on beliefs about what is right and wrong	Builds trust and loyalty with people
Ability to convey confidence	Anticipates the need for security during times of major change	Gives people security and confidence in themselves
Sensitivity	A heightened awareness of people, their values, and the issues affecting them	Builds people
Risk taking	A willingness to take risks, even if it means one fails	Encourages creativity in people
Decision making	Refusal to get caught in the trap of indecision	Releases potential in people
Wise use of power	The wise and sensitive use of the power inherent in one's role or person	Gains respect of people
Spiritually dynamic	A close walk with God that is communicated to others	Encourages life-changing decision for God
Commitment	The inner strength to keep going when everyone else gives up	Instills a work ethic in people

“By the strength of the leader’s commitment, the power of the team is unleashed.”

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!!

B-ALERT: A Proven System for Creating Optimum Balance

From: The Power of Focus by: Jack Canfield, Mark Victor Hansen & Les Hewitt

Recent research indicates that if you create your blueprint the night before, rather than in the morning, your unconscious mind will actually work during the night figuring out how to fulfill your next day's plan, i.e., preparing the best sales presentation, handling potential objections, or solving any conflicts or problems that need to be addressed.

- o **Blueprint**: My strategic plan for the day. Priorities, appointments, projects. Review the night before or early morning. (MK's 6 Most Important Things list!)
- o **Action**: Concentrate on the most important activities that will move you towards accomplishing your sixty-day goals. (Income Producing Activities)
- o **Learning**: Expand your knowledge through reading, CD's, videos, mentors, courses.
- o **Exercise**: Re-energize for thirty minutes.
- o **Relaxation**: Eliminate daily stress. Nap, meditate, listen to music, have family time.
- o **Think**: Take time to reflect on the day. Review goals, visualize, develop new ideas, use a journal.



Here's one other vital tip: Before you prioritize, write down the **most important** reason that you want to accomplish each goal and the biggest benefit you will receive upon completion. Big reasons are the driving force that keep you going when the going gets tough. It's a good use of your time to clearly identify your reasons before you start. This will ensure that your main goals are really the most important ones on your list.

BE AS SPECIFIC AS POSSIBLE ABOUT YOUR GOALS!

Your definition of happiness requires the same scrutiny as other areas. Just "wanting more time with my family" doesn't cut it. How much time, when, how often, what will you do with it, with whom? Here are three words that will help you tremendously: **Be more specific...** Here's the point: When you set a goal, challenge yourself with the words, "Be more specific." Keep repeating this until your goal is crystal-clear and measurable. By doing this, you'll dramatically increase your chances of achieving the desired result.

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.**



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)





Tips for Checking in on Customers: Full Service Calls

The purpose for your call is to check to see how you can help your customers this season.

"Hi, Mary, I am calling today because one of my focuses this season is to provide better customer service. Do you have a couple minutes for me to ask you a few quick questions? I know, Mary, that I have mentioned this in the past, but I always like to ask if anything has changed where you might be interested in a little information about how you could have a business alongside your family and all the activities you are involved in. So, Mary, if you could have

a business you can do alongside your family, would you be interested in knowing more about it?"

If they say no, then share about your current hostess program by painting a picture why everyone will want to know about your products. Let them know how excited you are to introduce your products to others.

"I am really excited about our product line this season. Is there a time in the next couple weeks where I could come over and show you and your friends our current line? Would you like to know about our wonderful hostess program?" If they say no, then

just ask, "Can I offer you my personal shopping service where I set up an appointment with you so that you can see what is new and receive our current catalog?"

At the end of the call, ask if they would like you to call them back in the future with new product information. And, don't forget to ask for referrals to others who would be interested in hearing about your business opportunity and products. "Do you know anyone who might not know a Mary Kay Consultant or how to get in touch with me if they wanted?"

Thanks Ilene Meckley for this great script!



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?"



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.



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!

DARE TO DREAM!



Building
WALL
to**WALL**
Leaders



Class of 2014



Mary Kay Dates to Remember:

- **July 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd. Seminar 2015 contest period begins. Class of 2014 offspring challenge ends. Seminar 2014 registration deadline.
- **July 4:** Happy Independence Day! All company and branch offices closed. Postal holiday.
- **July 15:** PCP last day to enroll online for fall mailing of The Look.
- **July 16:** Ruby Seminar begins.
- **July 20:** Sapphire Seminar begins.
- **July 23:** Emerald Seminar begins.
- **July 27:** Pearl Seminar begins.
- **July 30:** Diamond Seminar begins. Last day of the month for consultants to place telephone orders (until 10pm CST).
- **July 31:** Last day of the month for consultants to place online orders (until 9pm CST). Last business day of the month. Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count towards this month's production. Online agreements accepted until midnight CST.

**Monday Night Charge, 6:30 - 8:30 PM, The Believe Success Center;
244 West Valley Ave., Birmingham, Al 35209**

TO CREATE THE LIFE YOU DESERVE, YOU HAVE TO GO AFTER IT. THE UNIVERSE YOU INHABIT FLOWS FROM YOU, YOU DON'T FLOW FROM IT. WHATEVER STEPS YOU NEED TO TAKE TO CREATE THE UNIVERSE OF YOUR CHOICE, YOU WILL HAVE TO PUSH PAST PREDICTABLE FEELINGS OF SHYNESS AND FEAR TO TAKE THEM. DON'T LET EMBARRASSMENT PREVENT YOU FROM GOING AFTER WHAT YOU WANT. IT'S ABSOLUTELY SELF-DEFEATING. THE WORST THAT CAN HAPPEN IS THAT YOU GET REJECTED BY ONE PERSON-SO WHAT? YOU HAVE OTHER FRONTIERS, OTHER TERRITORIES TO CONQUER. KEEP THE BIG PICTURE IN MIND. THAT'S ALL THAT REALLY COUNTS. -GeorBette Mosbacher





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Fairfield, AL 35064
Phone: (205) 925-6241
owashingtono@cs.com

Return Service Requested



**CIRCLE OF LOVE NATIONAL
AREA DEBUT SEMINAR 2013**

10 New Reds Per Quarter
10 Car Drivers

National Area Debut Date November 1, 2013

12 New First Line Directors
8 New Second Line Directors
7 Premier Car Directors

100 Stars

ALL ABOARD—Achieving, Lasting, Leaders
Accomplished, Believers and Overcomers
Anointed to Reach their Destiny

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+ wholesale order this month!



This stunning platinum-tone necklace, which hangs on a delicate

17-inch chain, features a unique, heart-shaped pendant adorned with five scintillating stones as well as the Mary Kay logo. Shop now and earn your necklace today (ships with your qualifying order)!

WE LOVE women who follow their hearts.

discover what you
LOVE

Social Publisher: Have you heard about Mary Kay Social Publisher? It's an exciting way you can have access to a new world of professionally written, branded and preapproved content for your Facebook page.

MARY KAY
Social Publisher



Mary Kay Video Lounge Launches This Month! The Video Lounge will be your convenient, "one-stop" location for all Mary Kay-produced videos. The Video Lounge tab will be in the top navigation bar on the InTouch homepage and the second to last button on the homepage of *Mobile InTouch*. Videos are categorized by Education, Products, How-Tos and Company. You can check out featured videos of the week and share product videos with area members.

On Display: Mary Kay is introducing a new social media channel, a fashion commerce site where users assemble clothing and beauty products. You can build collages and showcase new Mary Kay products or create looks for a special occasion to share on Facebook & Twitter. Check out www.marykayus.polyvore.com.

Want More Videos? Visit The Pink Link on Intouch! Get education and inspiration on products such as Journey of Dreams, Sun Care and Mary Kay At Play! Vacation is the perfect time to try out bold color looks using Mary Kay At Play fun shades. For fun, snap a selfie with a hot summer look and post it on Instagram #mkatplay. Get ready to share the new Mary Kay At Play eCatalog. Your followers will want to know about these products!