



# Jo's DREAMS

## NEWSLETTER

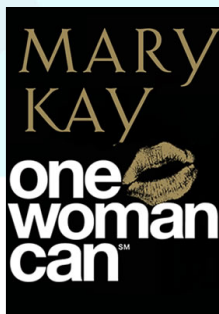


Living The Dream

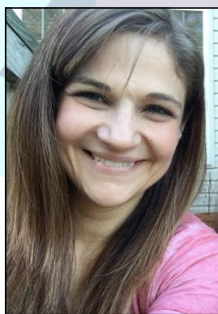
February 2021 Unit Newsletter



**Kelly Schadt-Kelly**  
Queen of Wholesale



**This Could Be You**  
Queen of Sharing



**Lisa LaMalfa**  
Queen of YTD Retail

**#OneWomanCan**  
*Lead, Live and Thrive  
by Remaining True  
to Herself.*

**STRIKE  
UP NEW  
FRIENDSHIPS!**

**FEBRUARY**

### Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/21

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Kelly Schadt-Kelly	\$473	\$1,327
	Peggy Blackwell	\$375	\$1,425
	Lisa LaMalfa	\$364	\$1,436
	Tiffany Anthony	\$344	\$1,456
	Melinda Coca Adams	\$309	\$1,491
	Stephanie Mansdoerfer	\$303	\$1,497
	Judith Dusek	\$279	\$1,522
	Maria Jannotti	\$273	\$1,528
	Amanda Iler	\$265	\$1,536
	Monique Papia	\$264	\$1,536
	Vicky McShane	\$239	\$1,562
	Ashley Buttner	\$235	\$1,565
	Jorayn Lundy	\$231	\$1,570
	Kimberly Williams	\$227	\$1,574
	Kelly Hoehn	\$226	\$1,574
	Marie Achille	\$226	\$1,575
	Elizabeth Pyc	\$122	\$1,679
	Jeanne Peterson	\$120	\$1,680
	Miriam Johnson	\$84	\$1,716
	Carol Stone	\$42	\$1,758



**Sparkle On!** Each month you achieve the Spark a Chain Reaction Challenge, you'll receive a beautiful piece of jewelry from the exclusive collection by R.J. Graziano. Each piece serves as a reminder that you have sparked success in your business, and your production goals are a link to the next step.





## From the Director's Chair

Dear Dream Members!

Are you ready for one of the most exciting months of your career? I sure am! I'm inspired by Mary Kay's new fragrance If You Believe, and I believe great things

are in store. Our new Clinical Solutions Retinol Set is the most exciting new skin care since TimeWise! Not only does it raise our expectations for amazing skin because it complements all of our nighttime skin care routines, but it also makes booking, selling, and sharing a breeze! Ask yourself, "Who do I know that would love to try this?" So many of your customers will come to mind! That means it's time to pick up the phone and share the love.

Mary Kay has so many great products available to help us on our way. If you haven't already checked out Intouch for resources, go there right now. MK's Facebook Live on February 16th at 5pm covers great tips for your customers with Dr. Lucy Gildea & Regena Pipkin. We'll be featured in magazines, on CBS's The Doctors, Instagram giveaways, and so much more. They are giving us every tool to make this launch a success, so it's time to do our part by making phone calls, placing orders, and booking those selling appointments.

What do these kinds of sales lead to? Sharing the opportunity! With our new products, it's easy for your hostesses to see what an amazing opportunity this is and want to give it a try themselves, so don't be afraid to ask them if they are willing to listen. It's all about sharing the love in February. And what will sharing the love lead to for you? Will it be directorship? A free car? A red jacket? In my opinion, The Redder, The Better! It's time to believe you can achieve any goal you set your mind to. Each time you see pink or red this month, let it remind you to focus on earning your red jacket or finding red jackets to add to your team. By keeping your focus and working smarter, we can make this month one for the record books. I can't wait to celebrate your success!

Love and Belief, Melissa

**Daily Motivation:** "Circle 7 Hotline": 641-715-3900  
access code:929282#

\*\*\* Go to [www.josdreams.com](http://www.josdreams.com) for DETAILED info on ALL current calendar items, contests, challenges, trainings, tips, new consultant orientations and upcoming events \*\*\*

### Important Dates:

- **Join us Virtually for our Unit Meetings**
- **Monday's 6:00pm EST- Career Chats  
Zoom 750.123 9828**
- **Monday's 7pm EST-Zoom 528 478 3269**
- **Thursday's 8pm EST- Facial Fun!  
Zoom 750 123 9828**
- **Saturday Feb 27th-6 pm Recognition at Melissa's**
- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 8:** International Women's Day!
- **March 14:** Daylight Saving Time begins
- **March 15:** End of the Quarter!! Deadline for Quarter 3 Star Consultant quarterly contest.
- **March 16:** Star Quarter 4 quarterly contest begins. PCP summer online enrollment for The Look begins, including exclusive samples.
- **March 17:** Saint Patrick's Day. Have a \$uper Green day!
- **March 20:** The first day of spring.
- **March 22:** Online prize selection available for Quarter 3 Star Consultant quarterly contest.
- **March 30:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month.



**SPARK  
A CHAIN  
REACTION!**

## Year to Date Retail Court

1	Lisa LaMalfa	\$4,038.00
2	Amanda Iler	\$3,817.00
3	Miriam Johnson	\$3,662.50
4	Carol Stone	\$3,588.50
5	Tiffany Anthony	\$3,014.00
6	April Aaron	\$2,922.00
7	Cris Olerich	\$2,367.00
8	Melissa Leedy	\$2,283.00
9	Kelly Schadt-Kelly	\$2,058.00
10	Danielle Borzor	\$1,820.50
11	Peggy Blackwell	\$1,592.00
12	Ashley Buttner	\$1,578.50
13	Judith Dusek	\$1,465.00
14	Jorayn Lundy	\$1,411.00
15	Marie Achille	\$1,353.00
16	Elizabeth Pyc	\$1,285.00
17	Staci Jones	\$1,220.00
18	Gayle Marretta	\$1,181.00
19	Stephanie Mansdoerfer	\$1,132.50
20	Melinda Coca Adams	\$1,086.00

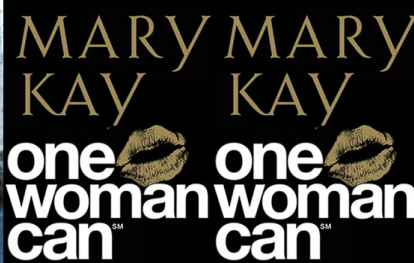
## Spring 2021 Program PCP Participants

Melissa Olsheski  
Monique Papia  
Judith Dusek  
Staci Jones  
Cris Olerich  
Kelly Schadt-Kelly

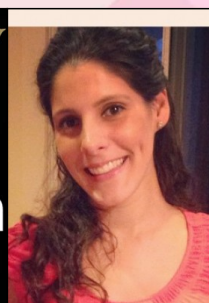
## Our Top 5 Wholesale Orders For January



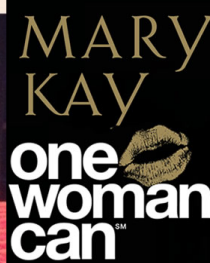
Kelly  
Schadt-Kelly



Peggy  
Blackwell



Tiffany  
Anthony



Melinda  
Coca Adams

Stephanie  
Mansdoerfer

## Thank You Consultants Who Invested in Their Businesses in January

Kelly Schadt-Kelly	\$473.00
Peggy Blackwell	\$375.00
Tiffany Anthony	\$344.00
Melinda Coca Adams	\$309.00
Stephanie Mansdoerfer	\$302.75
Judith Dusek	\$278.50
Amanda Iler	\$264.50
Vicky McShane	\$238.50
Lisa LaMalfa	\$236.00
Ashley Buttner	\$235.25
Jorayn Lundy	\$230.50
Marie Achille	\$225.50

## Featured Product of the Month:

**New! Mary Kay  
Clinical  
Solutions Retinol 0.5  
Set, \$120**

This two-step  
dermocosmetic system  
features retinol 0.5 and  
calm + restore facial milk.



## Ask Yourself: Who Do You Know?

FORMER OCCUPATION:  
Nurse Assistant

*"I am always the first in  
achieving goals. I want  
to open doors so others  
can achieve them too."*

National Sr. Sales Director :  
Yosaira Sánchez



# Our Unit At A Glance

## Senior Consultants

Amanda Iler

## Consultants

Ashley Buttner  
 Carol Stone  
 Chloe Bethel\*  
 Cris Olerich  
 Danielle Borzor  
 Diane Bryant\*  
 Elizabeth Pyc  
 Ellen Smith\*  
 Gayle Marretta\*  
 Gina Desmond\*  
 Jeanne Peterson\*  
 Jennifer Malone\*  
 Jorayn Lundy  
 Joy Valeski\*  
 Judith Dusek  
 Kelly Hoehn  
 Kelly Schadt-Kelly  
 Kimberly Williams  
 Lisa LaMalfa  
 Maria Jannotti  
 Marie Achille  
 Megan Comer\*  
 Melinda Coca Adams  
 Melissa Leedy  
 Miriam Johnson  
 Monique Papia  
 Peggy Blackwell  
 Sandralee Elsenbroek  
 Sarah Haygood\*  
 Simone Montoute\*  
 Stephanie Mansdoerfer  
 Tiffany Anthony  
 Tracey Reger\*  
 Vicky McShane

## Ready to Move On Up!

All active consultants can earn a one-time \$100 Red Jacket Team-Building Bonus for adding a first-time Red Jacket!

### Senior Beauty Consultant

#### Requirements:

- 1-2 Active Personal Team Members
- You Must Be Active

#### Benefits:

- 4% personal team commission

### Star Team Builder

#### Requirements:

- 3-4 Active Personal Team Members
- You Must Be Active

#### Benefits:

- Wearing a Fabulous Mary Kay Red Jacket!
- Earn a 4%, 6% or 8% team commission
- Earn a first-time Red Jacket bonus
- Receive TB bonuses

### Team Leader

#### Requirements:

- 5-7 Active Personal Team Members
- You Must Be Active

#### Benefits:

- Earn a 9%-13% personal team commission
- Receive \$50 Team-Building bonuses
- Earn the use of a Career Car or Cash Compensation

### Elite Team Leader

#### Requirements:

- You Must Be Active
- 8+ Active Personal Team Members

#### Benefits:

- Earn a 9%-13% personal team commission
- Receive Team-Building bonuses

### Director-In-Qualification

#### Requirements:

- 10 Active Personal Team Members
- You Must Be A Star This Quarter (or Last Quarter)

#### Qualification

#### Requirements:

- Qualify in 1- 3 months
- 24 total active DIQ unit members
- \$13,500 total DIQ unit wholesale production
- \$4,000 monthly DIQ unit wholesale production minimum
- \$3,000 maximum personal wholesale production

## Are you using your past as an excuse?

- o Failed in business in 1831
- o Defeated for Legislature in 1932
- o Second failure in business in 1833
- o Suffered nervous breakdown in 1836
- o Defeated for Speaker in 1838
- o Defeated for Elector in 1840
- o Defeated for Congress in 1843
- o Defeated for Congress in 1848
- o Defeated for Senate in 1855
- o Defeated for Vice-President in 1856
- o Defeated for Senate in 1858

o Elected President of the United States in 1860- Abraham Lincoln

Lincoln's birthday is this month, so keep this thought in mind if you experience doubt in February. Mary Kay has always said that anything is possible if you believe it enough and are willing to pay the price! Take a day this month to evaluate where you are and choose a goal that is attainable. Then, get out there each day and do your very best to make it happen. Our new products give us a great way to jumpstart this quarter. Use the momentum to land among the stars!!

**Sharing the opportunity can take you anywhere you want to go! Be in the Queen's Court of Sharing with 24 new qualified personal team members this year!**



### February Birthdays

Karly Crotty 23

### February Anniversaries

Lori Sanchez 10  
 Peggy Blackwell 9  
 Elizabeth Pyc 6  
 Kelly Schadt-Kelly 3  
 Sandralee Elsenbroek 1  
 Anna Hutchinson 1  
 Leslie Oputa 1

That some achieve great success, is proof to all that others can achieve it as well.

~Abraham Lincoln



# Truck Team February

# 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
I attended my Unit Meetings Every Week!	1 Sell a 3D Set \$110	2 Sell a Microderm Set \$55	3 Sell a Lipstick \$18	4 Hold a Virtual Appointment	5 Share with 1 Person	6 Sell a Satin Body Set (wash, scrub, lotion) \$54
7 Hold a Selling Appointment	8 Sell a Satin Set (Hands & Lips) \$57	9 Share with 1 Person	10 Sell a repair set \$205	11 Sell a Mint Bliss \$11	12 Sell a Clearproof Set \$45	13 Sell a Foundation & Primer \$45
14 Sell a Soothing Eye Gel \$16 Valentines Day!	15 Sell a Hydrogel Patches \$40	16 Sell a Mascara & Remover \$32	17 Sell a 3D Set \$110	18 Hold a Selling Appointment	19 Sell a Color Look (Filled Palette, Gloss & Remover) \$120	20 Share with 1 Person
21 Sell a Satin Set (Hands & Lips) \$57	22 Share with 1 person	23 Sell a Repair Set \$205	24 Sell a fragrance \$40	25 Sell an MK Men Shave Foam & After Shave Gel \$30	26 Sell a Targeted Action Toning Lotion \$32	27 Hold a Virtual Appointment
28 Sell a Microderm Set \$55	I did \$800 Wholesale Club!	I did \$1000 Wholesale Club!	I held 4 Selling Appointments this month!	I held 4 Sharing Appointments This Month!	\$210 Week 1 ____ \$210 Week 2 ____	\$210 Week 3 ____ \$210 Week 4 ____
I did my Pre-Spark \$225 Wholesale by the 15 <sup>th</sup> !	I have a new Team Member!	I have a new Team Member!	I did \$410 Wholesale Club!	I did BOTH! \$410 Wholesale & 2 Team Members!	I am a Sparkler! \$600 Wholesale Club!	I put product on 10 faces this month!

## “BE THE WOMAN & RECRUIT THE WOMEN”

### Sell \$210/Week To Order \$420+/Mo!

\$210 in sales x 4 weeks  
= \$840 Retail  
= \$420 in orders  
= \$420 in your pocket!

### Sell and Share Any Box on Any Day!

Pick a selling and/or sharing goal every day (or equivalent dollar amount)! You will receive additional prizes when you've sold/shared on 10, 15 or 20 days of the month!

### Check Your Boxes to Track Your Progress!

And Watch Your Income Rise and business grow!

*“I am Looking for 20 Women who could use \$210 every 2 weeks in 2021. Who do you know that needs extra money?”*

# Truck Team Contests!

## Jo's Dreams "Truck Team" Results Club Contest

We are looking for 20 women who could use \$210 every 2 weeks!

**BE the Woman &  
RECRUIT the Women!  
2 Ways to Win!**

*I Did \$420  
Wholesale!*



*I Have 2 New  
Team Members!*

**"I Did Both" BONUS!!!**

**BOTH Prizes + Gift Card!**

PIC•COLLAGE

## Jo's Dreams "Truck Team" Wholesale Club Contest

**\$420**



*Business  
Card Holder*

**\$600**

*Section 2 Supplies*

**\$800**



*Your  
Choice!*



*Designer  
Handbag!*

**\$1000**

"Pre-Spark" Gift Card  
BONUS Reward when you  
order \$225 wholesale by the  
15th of the month!

PIC•COLLAGE

**Which prize will  
you earn this  
month?**

## Jo's Dreams "Truck Team"

January/February  
Unit Goals

15 Selling Appointments  
15 Career Chats  
5 Sparklers  
5 NEW Unit Members  
2 Recruiters  
\$7000 Unit Production

Pizza Party at our Monthly Event  
when we hit our goals!  
(Last Saturday of the month @ 6pm!)

PIC•COLLAGE



## 2021 Jo's Dreams Regular Unit Happenings

Consultant Training  
Mondays @ 7-8pm  
zoom.us / code 528  
478 3269



Nighttime Facial Fun  
Thursdays @ 8pm  
zoom.us / code 750 123 9828



Career Chats  
Mondays @ 6pm  
zoom.us / code  
750 123 9828

IN-PERSON Recognition Event  
Last Saturday of Every Month  
@ 6pm / Locations TBD Monthly

PIC•COLLAGE

## Mary Kay Multi-Unit Monthly Motivation!

In-Person  
Special Event  
&  
Recognition  
Night



Last Saturday of Every  
Month @ 6pm

See You There!  
January 30th @ 6pm

Melissa's House  
28830 Falling Leaves Way  
Wesley Chapel, FL 33543

PIC•COLLAGE

## BE PART OF "TRUCK TEAM 2021"!



Our Mary Kay POWER UNIT is  
Looking For...

20  
WOMEN

Who Could Use

\$ 210 EVERY

2 Weeks!

Join us on Zoom.us @ 6p on  
Monday to find out more!!  
Code 750 123 9828

(Or call Melissa any time @ 813-368-3309)

\$10 Gift Card Just For Listening!

PIC•COLLAGE

Pre SPARK  
FEBRUARY

Place a \$225 whs  
order by Feb. 15th  
&  
Earn a Gift Card!





FEBRUARY  
2021  
LAUNCH

# ELEVATE YOUR EXPECTATIONS.

Amp up that beautiful outlook with gold-standard skin care,  
luxurious body products and tried-and-true favorites this spring!

## AMPLIFY YOUR AGE-FIGHTING.

This two-step dermocosmetic  
system features retinol 0.5  
and calm + restore facial milk.

*New!*

**Mary Kay**  
**Clinical Solutions™**  
**Retinol 0.5 Set, \$120**



## PURE, POTENT RETINOL

This gold-standard ingredient is recommended  
by dermatologists to help prevent and  
reverse the visible signs of aging.

**NEW! Mary Kay Clinical Solutions™**  
**Retinol 0.5, \$78**

## CALM AND HYDRATE SKIN.

Plant oils (coconut, jojoba seed, safflower and olive)  
deliver a power shot of rich fatty acids to nourish  
and soothe skin during the retinization process.

**NEW! Mary Kay Clinical Solutions™**  
**Calm + Restore Facial Milk, \$50**

## BELIEVE IN LIFE'S POSSIBILITIES.

Follow your dreams to a woody citrus  
floral fragrance designed to awaken your  
imagination.

**NEW! Limited-Edition†**  
**Mary Kay**  
**If You Believe™**  
**Eau de Toilette, \$36**



## AFTER FUN IN THE SUN

This cooling, refreshing,  
hydrating gel leaves skin  
feeling soft and silky after  
a day in the sun.

**Special-Edition†**  
**Mary Kay® Sun Care**  
**After-Sun Replenishing**  
**Gel, \$15**



## FOR YOUR FAUX GLOW

Build up gorgeous color  
in about a week with a  
formula that glides  
on evenly and  
absorbs quickly.

**Special-Edition†**  
**Mary Kay® Sun Care**  
**Subtle Tanning**  
**Lotion,\* \$18**



## CLEAR THE WAY FOR COLOR!

This cute, convenient, Mary Kay-branded bag is the  
ultimate ride-along for all your color essentials.

**Special-Edition† Mary Kay® Travel Color Bag, \$16**

Products sold separately

†Available while supplies last \*Does not contain sunscreen and does not protect against the sun All prices are suggested retail.

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MARY KAY



# MARY KAY CLINICAL SOLUTIONS™

## READ ME FIRST!

Explore the amazing benefits of this dermocosmetic treatment, and follow the journeys of others who have experienced visible changes. Once you've familiarized yourself with these videos and supporting materials, you'll be more prepared to share the *Mary Kay Clinical Solutions™* Retinol 0.5 Set with your customers when it launches on Feb. 16. **Find these videos and supporting materials on *Mary Kay InTouch®* > Products > *Mary Kay Clinical Solutions™*.**

## VIDEOS

### MARY KAY CLINICAL SOLUTIONS™ EARLY ANNOUNCEMENT VIDEO

**WATCH THIS FIRST!** This can't-miss video features Mary Kay experts discussing why dermocosmetics is where we want to be and how the *Mary Kay Clinical Solutions™* Retinol 0.5 Set can take you and your customers into the new realm of skin care!

#### ADDITIONAL VIDEOS:

- *Mary Kay Clinical Solutions™* Expert Video
- *Mary Kay Clinical Solutions™* Promo Video
- *myCustomers+™* Retinization Functionality Tutorial Video
- *Mary Kay Clinical Solutions™* Retinization Testimonials
- Independent Sales Director Retinization Journey Videos

## MARKETING AND EDUCATION MATERIALS

### KEY SUPPORT

- **Fact Sheet:** Take an in-depth look at this dermocosmetic set.
- **Product Compatibility Guide:** Familiarize yourself with the products that should be avoided during the retinization process.
- **FAQs:** Learn answers to questions you may have about this new set, including product and ingredient compatibility.
- **Science Behind the Results Flier:** See a brief overview of the ingredients and set development.

### NEW BLING BUTTON COMING SOON!

You can soon complete the new *Mary Kay Clinical Solutions™* module on *Skin Care Confident* and earn a new Bling Button! This comprehensive module will help fully prepare you with the product knowledge you need to help your customers experience this new set.



### RETINIZATION SUPPORT

- **Retinization Tracker:** Track your journey through the first eight weeks.
- **Retinization Journey Flier:** Take detailed notes and learn how to take before-and-after photos to share with your customers later.

### ADDITIONAL SUPPORT

- **Before-and-After Flier:** See visible results in before-and-after photos from a study conducted with Independent Beauty Consultants.
- ***myCustomers+™* App Discussion Guide:** A guide to help with check-in discussions with your customers throughout the retinization process.
- ***myCustomers+™* Retinization Functionality FAQs:** Learn answers to questions you may have regarding the new app features that enable you to track and follow up with your customers going through the retinization process.
- **Product Fliers:** Get information about benefits and what you need to know about the product set.

# MARY KAY

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## Question:

**When I sell, I just sell; when I share, that's all I do! How can I do both at once?**

A common lament. The dilemma occurs when we ourselves SEE selling and sharing as separate things. Correct this in daily activities. Mary Kay Ash was our finest role model. She taught us to approach this issue with a "she learns while we earn" attitude; our prospects and new people learn while we show them how to make money!!

## **Working Full Circle**

**We make the best use of our time when we are selling and sharing together.**

Examples:

1. Before the class, saying to our hostess, "Who do you know who is coming tonight who would be good doing what I do? How about YOU? I think you'd be great! Watch what I do, and we will talk afterwards." (4-Point Sharing Plan)
2. Bringing a prospect to a class as our "assistant." She watches us earn \$\$\$ and trains at the same time.
3. Selecting at least one person at each class and offering her the opportunity to hear more, right then if possible. (4-Point Sharing Plan)
4. Bringing agreements and literature with us to every product delivery and asking for a few minutes of her time. (Watch one of our videos with her rather than asking about it later)
5. Bringing prospects with us to every training meeting. We go every week anyway. This time we both learn! Always pick them up to ensure their attendance and to have valuable discussion time in the car.
6. Giving a crackerjack (sincere and enthusiastic) sharing talk at each class. (Again, one step of Mary Kay's 4-Point Sharing Plan)
7. Offering our customers a gift for referring someone to us who becomes a consultant. This is done anytime, anywhere! (Now you have the whole 4-Point Sharing Plan)

Get to work every day, and as you sell, you are looking for quality women to work with you. Make selling and sharing inseparable partners in your rise up the success ladder. Work FULL CIRCLE and work smart. Action is the answer!



# Become a Master Booker

By: Lisa Anne Harmon

I Chose  
Mary Kay!

#MyMKLife  
MARY KAY

What positive messages are you going to tell yourself today and everyday? Being in Mary Kay for over 30 years, I have been able to watch the transformation in my own mind of going from somebody who was very cynical and sarcastic (and I still battle that to be quite honest) to someone whose first thoughts are positive, encouraging, and expecting. How does that transformation occur? It happens with a lot of prayer, it happens with a consorted effort, and it happens by practicing what it is that you say to yourself on a daily basis.

"Confidence is built by one small success after the other."

— Mary Kay

We have all heard that if you want to become better on the phone with booking, tell yourself that I am a MASTER booker! Everybody that I call will say YES! I have so many appointments on my books! I can't wait to get on the phone! I love the phone! The phone is my friend! I am a master at scheduling appointments! Everywhere I go, people want to talk to me! I look the part, I act

the part, and I sound the part! I am a MASTER at scheduling appointments! If you say something like that to yourself out loud everyday, several times a day, what a difference that will make.

As Sue Kirkpatrick would say, "It would change the mental tape that you have been playing." Maybe your issue is self-confidence; maybe you have always had a battle worrying about what other people think. Try saying something like this to yourself, "I am a confident, strong, capable woman. I make decisions easily, and I'm pleased with the decisions that I make. I choose life. I make choices based upon what is best for me and not what is best for the people around me. I love my life. I am happy with my life! I am confident with who I am. I know that I am a child of God." If you said those kinds of things to yourself everyday, wow, what a difference it will make over time!

Positive affirmations don't change your life today. They don't change your life tomorrow. It is a process of learning wonderful habits that are going to change how you think and feel for the rest of your life. Maybe you are great at selling, and you really need to work on building your team, "I am a MASTER recruiter! I am a professional recruiter with Mary Kay Cosmetics. I can't wait to share this wonderful career opportunity everyday. I

know how much it has changed my life. I never want to be selfish and not offer this career to anybody else. I exude a professional Mary Kay image. I look the part, act the part, and sound the part everyday. I am attracting this wonderful way of life to me. I love to recruit! I love to share this wonderful opportunity! I am a MASTER at listening to people's concerns and relating them back to the Mary Kay experience. I am a Mary Kay Sales Director by \_\_\_\_\_!" Those kinds of messages make a difference!

What area of your business do you need to grow in? What area of your life do you want to work on? That's the place that you start with the Positive Affirmations! Why not start today? Write a couple of sentences down; make them personal and powerful for you. Copy them and put them behind your toilet, on your refrigerator, and on your rear view mirror!

OPPORTUNITY

IS WHAT WE CREATE

BEAUTY

IS WHAT WE SELL

HOPE

IS WHAT WE GIVE BACK





# 10 Tips To Set Your February Goals!

By: Director Sarah Hjelle-Bjorgaard

1. Is your goal Star Consultant Status? If so, how much wholesale do you have left to reach your goal? Divide that by 2. **What is your total?**
2. If your goal is not to be a Star - then be sure that you shoot for **HALF STAR!** That's \$900 Wholesale or \$300 per month. Do the same as above! **What is your total?**
3. Are you on profit level? Are you building your inventory? How much do you have to sell to reach your wholesale goal? Everyone's will be different based on your re-investing patterns. **What is your total?**
4. Now that you know how much you have to order and how much you have to sell - **what is your plan?** How much of your retail goal will come from re-orders? Subtract that off of the top. **What is your total?**
5. Now take the remaining retail sales and divide that by the number of faces that you are willing to put Mary Kay on this month. This will give you a figure of how much per face you have to sell. **What is your total?**
6. Remember that since we are focusing on Perfect Classes (\$300, 2 Bookings, & 2 Interviews) you'll want to be looking for Interview Prospects at every class! **How many interviews will you do this month?**
7. Based on the company average 1 out of 4 that will sign... **how many new team members will you add?**
8. Now look at everything you have on paper - and divide your goals by 4 weeks - this will give your weekly BENCHMARK GOALS!! **What are they?**
9. **Email or call with your goals!**
10. Now it's time to **GO TO WORK!!**



WOW ~ we are so truly blessed to own our own businesses so we can 'participate' in our own lives, and invest wisely with our time. If you don't value yourself, you won't use your time to its best, and if you don't treasure your time, you won't accomplish anything of influence with it. I know that each of you is working diligently and consistently. I know that this business isn't easy, but it's simple. The best advice I can give you is you will get anywhere you want to go in this career if you just get 10 or more selling appointments on your books and never fall below 10 (or more) on your books at all times ~ forever and ever.

Sometimes we get so jazzed to do that, so we make 5-10 calls, get 2-3 bookings, and stop. I promise you, just take 5, 6, 10, or 20 hrs., whatever it takes ~ and don't stop until you have 10 fast. Faster is best, and it eliminates thinking time!!! **From the 10, never leave those appointments without 2-4 or 5 more bookings! That's what I did to build my unit. Look to work your business full-circle; you'll never be off the books!!!!**



# Working with Different Personalities

Look over this brief and effective sheet to remind you what information to share with which personality type. When you can help a woman keep what she values and get what she needs, you are giving her the biggest gift of all!

**LINK  
TO THE  
LEGACY.**

## D's are Dominant

They make quick decisions and are looking for management and money. They love options and efficiency. They are leaders and are usually already in a leadership position. They want to know how you move up in the company and make money. Under pressure they can be domineering and impatient, and they fear losing control and being taken advantage of. They dislike being controlled by others and not getting results.

- **Tools:** Applause Magazine with commission checks and sharing literature with career path.

**REIGNITE  
YOUR  
PASSION!**

## I's are Influential

They make emotional and gut-feeling decisions. They are looking for friendships and recognition. They respond well to 'I' stories and testimonials. They love people. They are energy-giving, excited, talkative people. Under pressure they are disorganized and emotional. They fear details and working alone.

- **Tools:** Star Consultant Brochure, pictures from company events, your personal testimonials.

**STRIKE  
UP NEW  
FRIENDSHIPS!**

## S's are Steady

They make deliberate decisions. They are looking for security and stability. They love personal attention and stability. They are very much about others (family, husband, church, etc.) Under pressure they are indecisive and need assurance. They dislike hostility, conflict, and unpredictability. They fear change and losing security.

- **Tools:** Applause magazine (stories), weekly plan sheet, knowledge of training materials, training classes.

**MAKE  
WAVES OF  
CHANGE!**

## C's are Conscientious

They make analytical decisions. They are looking for accuracy and order. They respond to evidence of quality and accuracy and logic. Under pressure they withdraw and become stubborn. They dislike disorganization and unclear explanations. They fear criticism and lack of standards.

- **Tools:** All material about company, training, etc.; Company website.



# The Most Common Mistakes in Selling

**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.**

## **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.**

- Written by Brian Azar



MARY KAY

# STRIKE UP NEW FRIENDSHIPS!

FEBRUARY

**MARY KAY ASH SAID, "THE REAL SUCCESS OF OUR PERSONAL LIVES AND CAREERS CAN BEST BE MEASURED BY THE RELATIONSHIPS WE HAVE ..."**

Make your goal for this month all about striking up new friendships. Follow up with your customers, offer to mentor new team members and share products and the Mary Kay opportunity with women you meet.

**As you nurture these relationships,** also set your sights on building sales through amazing customer service. When you set and achieve a retail selling goal to support a \$600\* or more wholesale Section 1 order this month, you will earn the February jewelry piece designed by R.J. Graziano. The February jewelry piece is a mixed metal link necklace that would pair perfectly with other *Spark a Chain Reaction!* jewelry pieces you have earned or could earn when you achieve your monthly production goals.

## SPARK A CHAIN REACTION!

Visit *Mary Kay InTouch*® for complete challenge rules and details.

\*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 order requirement. You'll receive your jewelry piece inside your qualifying order. One jewelry piece per challenge achiever each month.

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Return Service Requested

« WORDS OF WISDOM  
BY MARY KAY ASH

Know your product and believe in it. If you don't believe in your product, you should never even try to sell it. Learn all there is to know about what you are trying to sell, because knowledge sells.



## Redder is Better!

Our new products can take you anywhere you want to go if you're willing to reach out and share them. February is all about sharing what you love, so if you haven't tried our new Clinical Solutions, order your own set today! Book, Coach, Sell & Share!



## Your Moving On Up Checklist

- \_\_\_\_\_ 1. Decide on the goal. Put a date on it.
- \_\_\_\_\_ 2. Post affirmations around the house. Attain motivational growth through books, online resources and coaching.
- \_\_\_\_\_ 3. Make 2 new goal posters and put them in your kitchen and office.
- \_\_\_\_\_ 4. Decide how many classes and interviews it will take to reach your goal.
- \_\_\_\_\_ 5. Fill out a weekly menu plan a week in advance and shop for everything you need. Don't forget to take your prospect cards with you to the store to warm chatter!
- \_\_\_\_\_ 6. Get support systems organized. This may include child care/ an office assistant or just getting your filing system in order.
- \_\_\_\_\_ 7. Book 10 selling appointments for the next 2 weeks.
- \_\_\_\_\_ 8. Book 10 interviews for the next 2 weeks.
- \_\_\_\_\_ 9. Set up coaching time with your director 2 times a week.
- \_\_\_\_\_ 10. Set up no less than 10 online sharing video follow ups a week!!!

