

MAGNIFICANT MAVENS



Darci Director

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October 2021
September Results

BE POWERED BY PINK

It's here -- the 2021 Holiday selling season has arrived, and along with it some exciting Mary Kay Holiday gift items!

Get a head start toward a profitable Holiday selling season by ordering enough gift sets and regular line items. This first part of the season is the time to decide your activities for maximum benefit!



Here are some tips to get you started!

- **Reserve** space in your datebook **NOW** for the selling activities you choose: Open houses, gift shows, glamour classes, parties and more.
- **Plan** your inventory so you can order early and order often to efficiently service your customers.
- **Ask** me for 1 or 2 ideas that you can use for open houses or glamour classes! I'm happy to help.

Plan your next order wisely so you can benefit from any ordering bonuses. And don't forget, all orders bring you closer to reaching your goals for Star Consultant and sales recognition. You are on the threshold of what could be your most profitable Holiday selling season yet!



Proud to be your Director,

Darci





WELCOME NEW CONSULTANTS!

New Consultant

Jane Doe.....	C. Consultant

Sponsored By



Fragrance is **big business** during these next two months. Here are some great tips to help increase your fragrance sales!

1. **You are your best advertisement.** People are not shy about commenting on someone's fragrance. So wear the fragrance you like!
2. Set aside a retail-size bottle for **sampling.** (Remember, the eye buys.)
3. **Take a gift set with you** to every selling opportunity (even when just delivering orders). Customers will see how simple you can make their gift-giving.

WHAT'S THE BUZZ?



Take time to learn more about what can help make your business better by attending meetings, guest events and special functions. They are all designed to help your business grow.

From recognition to training -- you'll find all

you need to sell more product and be a better recruiter!

Ask me about any special events coming up that may be a benefit to you to increase your business!

Holiday Open Houses

Don't forget to report the sales from your open house on your Accomplishment Sheets.

Schedule at least one open house for current customers to purchase for themselves or others. If you work at it, you can find many ways for people to try your products! An open house is a great way this time of year.



58 Faces for 58 Years

Here's a huge challenge. In October, work to do 58 faces for the 58 years the Company has been in business. That's just 9 parties with 6 guests. Strive for it and see how many you can do.

Email or text me with your progress.



GREAT Start Team SMART

Sr. Consultant
1-2 active
4% check

Star Team Builder
3-4 active
4%, 6%, or 8% check

Team Leader
5 - 7 active
9% or 13% check

Elite Team Leader
8+ active
9% or 13% check
DIQ 10+ active

* = inactive

Team Leaders

Connie Consultant

Jane Doe
Jane Doe
Jane Doe
Jane Doe
Jane Doe
*Jane Doe

Connie Consultant

Jane Doe
Jane Doe
Jane Doe
*Jane Doe
*Jane Doe

Star Team Builders

Connie Consultant

Jane Doe
Jane Doe
Jane Doe
Jane Doe
*Jane Doe

Sr. Consultant

Connie Consultant

Jane Doe
Jane Doe
*Jane Doe



National Sales Director
Recruiting
Words of Wisdom

Candy Lewis



A polished approach can attract quality team members. The characteristics of a team builder are that they...

1. Are excited!
2. Attend every Mary Kay training or event... **WITH A GUEST**; they no longer go alone.
3. Understand Mary Kay is not about them, but is **about others**.
4. Are consistent in booking and holding appointments.
5. Have **3 or more bookings** on the calendar weekly.
6. Have an **impeccable image** and always look the part.

What's your sales goal for the next two months? Be creative in marketing bundles & special gift sets. Challenge yourself to sell at least one **complete men's skin care set** by next month!!.



Be A Personal Gift Source!

This is the time of year when department stores are said to do **50%** of their annual business. What is this business? **Gift sales**, of course! You should take your cue from this and realize you can double your sales by offering services as a personal or business gift shopper.

This season, you have even more wonderful gift ideas for every member of a family, every person in a company and everyone on a gift list. So begin to contact all your customers **NOW**, remembering that many organized people shop months in advance to get the best values and avoid crowds.

Be sure to put your address label on every gift.



Top 20 Year-to-Date Retail

<u>Consultant</u>	<u>YTD Totals</u>
1. Jane Doe	\$9,089.00
2. Jane Doe	6,530.00
3. Jane Doe	6,141.50
4. Jane Doe	3,988.00
5. Jane Doe	3,759.00
6. Jane Doe	3,482.00
7. Jane Doe	2,568.00
8. Jane Doe	2,407.00
9. Jane Doe	2,381.00
10. Jane Doe	2,264.00
11. Jane Doe	1,964.00
12. Jane Doe	1,814.00
13. Jane Doe	1,747.00
14. Jane Doe	1,606.00
15. Jane Doe	1,563.00
16. Jane Doe	1,530.00
17. Jane Doe	1,525.00
18. Jane Doe	1,434.00
19. Jane Doe	1,423.00
20. Jane Doe	1,390.00



Top 5 YTD Sharing

<u>Consultant</u>	<u>Qualified Recruits</u>	<u>Commission</u>
1. Jane Doe	2	\$48.02
2. Jane Doe	1	78.03

Court of Sales

Mary Kay	\$36,000
Nancy National Area	18,000
Unit Court	10,000

Court of Sharing

Mary Kay	24 Qualified
Nancy National Area	12 Qualified
Unit Court	6 Qualified



Nancy National National Sales Area

Team Building



- **Understand** the team-building ratio: overbook both interviews & parties.
- **Interview** customers who are **already using the products** and are enthusiastic about them.
- **Hold** at least 3 skin care parties a week. Don't work just the last week of the month.
- **Conduct** parties **instead** of giving facials. Get in front of as many people as you can.
- Take a couple of your interviews and **share** them with me! Ask me for a winning closing technique or some other tried-and-true method. Schedule a time with me to role-play or rehearse.
- **Listen** and ask questions.



From her autobiography:
 "We needed something to attract customers to our grand opening and I thought of offering custom wigs. In 1963, wigs were a very hot item, so I went to Florida for a training course and we bought an inventory of high-quality human-hair wigs."

 But because the wigs took up a lot of storage space and were difficult for the sales force to handle, they were discontinued from the line in 1965.

Congratulations

Last Quarter Stars

June 16 - September 15, 2021



Jane Doe
Ruby Star



Jane Doe
Ruby Star



Jane Doe
Sapphire Star



Jane Doe
Sapphire Star



Jane Doe
Pearl Star



**What are your
Star Consultant
goals for the quarter
ending in December?**

Logon to the website today and find the Star Consultant prize you want to work for!

With the new Star Consultant Program, you can save them up for any prize you see listed.



WHOLESALE ORDERS

September

Jane Doe.....	\$200.50	Jane Doe.....	115.50
Jane Doe.....	200.00	Jane Doe.....	104.50
Jane Doe.....	200.00	Jane Doe.....	92.50
Jane Doe.....	200.00	Jane Doe.....	80.00
Jane Doe.....	200.00	Jane Doe.....	72.00
Jane Doe.....	200.00	Jane Doe.....	72.00
Jane Doe.....	196.00	Jane Doe.....	72.00
Jane Doe.....	164.50	Jane Doe.....	71.00
Jane Doe.....	145.00	Jane Doe.....	51.00
Jane Doe.....	145.00	Jane Doe.....	48.00
Jane Doe.....	139.50	Jane Doe.....	36.00
Jane Doe.....	133.00	Jane Doe.....	27.00
Jane Doe.....	124.50	Jane Doe.....	7.50



Thanks for your order last month.

I appreciate your contribution to our unit's goals and want you to know that . .

You are un-BEE-lievable

IT'S A PARTY

In October

Birthday

Connie Jane Doe	5
Connie Jane Doe	5
Connie Jane Doe	8
Connie Jane Doe	9
Connie Jane Doe	10
Connie Jane Doe	10

Anniversary (years)

Connie Jane Doe	24
Connie Jane Doe	24
Connie Jane Doe	20
Connie Jane Doe	18
Connie Jane Doe	17

This Fall, determine to learn even **MORE** about your products. It's not enough to simply sell the product, you have to know **WHY** a particular product is needed by a particular customer.

If you do, it could mean more **SALES**. And that's the goal.



7 Ways to Upsell and create more profit

Upselling is a strategy to sell a more expensive version of a product that the customer is buying or to add extra products to that purchase. If a customer buys a lip color and you offer her a lip liner and/or lip gloss, that's an upsell.

- The 25 Rule.** The value of an add-on should not increase the overall order by more than 25%. For example, if the original order is \$100, attempt an upsell of no more than \$25.
- Know your products intimately.** The more you know, the more you will know about how different products can add value and convenience to the product your customer is buying, as well as how to recommend upgrades or alternatives.
- Don't upsell just to move unwanted inventory.** Your goal is to give your customer value, not just a chance to clean your shelf.
- Anticipate objections.** Customers are likely to have objections to the idea of spending more money. That's okay, explain to her how she can earn that item by hosting a party.
- Limit and relate.** Limit your choice of add-on items to those that clearly relate to the original purchase.
- Test.** Test your cross-selling approach with a sister Consultant or me!
- Make a profit.** The whole point is to make money while giving the customer value. Don't be tempted to offer the upsell item at a deep discount just to get the sale.

REWARDS of SHARING



Sr. Consultants

- 4%

Red Jackets

- 4%, 6%, 8%

Team Leaders

- 9% or 13%

Elite Team Leader

- 9% or 13%

DIQs

- 9% or 13%

13%

9%

Jane Doe.....	\$140.20
Jane Doe.....	85.14
Jane Doe.....	83.52
Jane Doe.....	75.20

4%

Jane Doe.....	\$27.90
Jane Doe.....	26.61
Jane Doe.....	20.98
Jane Doe.....	20.54

DID YOU KNOW????



To be successful, you need to know how to help your business grow!

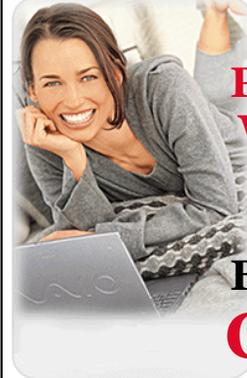
FALL Consistency Challenge



Achieve the Powered by Pink Challenge each month

July through December

and receive the Fall Consistency Challenge earrings by R.J. Graziano.



A **Personal Website Helps Your Business Grow!**

Your customers can place orders around the clock while reading information about the career. If you use it as the powerful marketing tool it's designed to be, you'll build new customer relationships and possibly create new team relationships!

- Update your business cards with your web address. Let everyone know that you offer online shopping!
- It is more important to include your web address rather than an email address on your business cards if space is limited. When a customer visits your site, she can click on your email link to contact you. At the same time, she has a chance to browse the latest products and read about the opportunity.
- Your customers are more likely to purchase when they see the products on your website than if they were just to send you an email message.

Earn an Invite To An Event With Kathy

October 1 - 30

Wow! This is a must attend event. When you add five new personal team member agreements in October, you'll earn an exclusive virtual class with Elite Executive NSD Emeritus Kathy Helou in November about Gold Medaling & the importance of making it a habit.



October Piece

You'll say "Yes, please!" to these trendy, double-sided pink pearl and crystal heart earrings. On the front are small pink crystal-encrusted hearts, while the backs feature stunning pink pearls. The two interlocking pieces attach on either side of your earlobes, giving them a signature look that's simply divine.

Wear these super cute earrings alone or to coordinate with other pieces from the *Powered by Pink* Collection.



Each month that you place a cumulative \$600+ Section 1 order, you can receive an exclusive item.



Trailblazing News

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Power Up Your Game In October ...



TIPS FOR VIRTUAL TEAM BUILDING

Watch now on MKIntouch under [Education > Power Class](#)

Independent Future Executive Senior Sales Director Taylor McKnight shares how she's developing her team and sharing the Mary Kay opportunity with others virtually.



POWER CLASS

Taylor McKnight

Independent Future Executive Senior Sales Director