

Red Hot & Rolling News



Darci Director

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**May 2024
April Results**

This Month's Focus



Fine tune and finish any goals set for Seminar 2024. There is **STILL** time and it **CAN** be done!

What can I do to help you this month? I am only a phone call away. Together we can make your May a great month!



**Father's Day
Is June 16th.**

Cologne or skin care sets would be perfect items to package into a bundle to sell for Father's Day.

Make extra bundles to offer to customers during the year as anniversary, birthday, special occasion gifts for the men the love

The ticket to every dream and goal in this business is to **GET THE PRODUCT ON FACES.**



It doesn't matter if it's one face at a time, in groups, on-line, handing out samples, mailing prospects a new Look book...whatever. **JUST GET THE PRODUCT ON FACES!**

Samples in hands lead to new prospects which lead to **BOOKINGS**. Plain and simple, getting **BOOKED UP** is key to success. It's a learned skill so get with someone who has it down. Learn the skill and then start **WORKING**. If you need a target for May, why not try to have **20 parties in 20 days**? Talk about profit and recruiting potential! **WOW!**

Your personal goals, your team goals, our unit goals and our National goals all break down to a simple element: **BOOKING & HOLDING PARTIES**. The greater the goal, the greater the number of parties it will take to reach. It's so simple, but it's not easy. It takes work and commitment. Just imagine the success you'll enjoy, the pride you'll feel, and the friendships you'll have built by doing the work! I'm committed to whatever it takes to reach our goal with **one party at a time**.

Together we'll make awesome things happen as we race towards the finish of this Seminar Year!

Proud to be your Director, *Darci*

WELCOME NEW

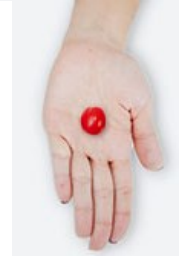
Beauty Consultants



Get Ready To Soar in Seminar 2024!

As a Consultant, it's important to help your customer know what products to buy **AND** how much of that product is needed with each application. Knowing the appropriate amount to use cuts down on waste.

Any Type of Moisturizer



Doesn't take a lot. A squeeze that produces an amount about the size of a cherry!

Any Type of Mask



Use enough to cover! Squeeze enough to fill the middle cup of your hand. That should do it!

Make sure to mention to customers that using the correct amount of product will give them better results and save them money.

Do this in **MAY**

- Hold at least **two facials** and **two parties** each week.
- Continue to budget from your sales profit for Seminar hotel and airfare expenses.

New Consultant

Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant
Jane Doe.....	C. Consultant

Sponsored By

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

Events are designed to help your business grow.

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



Review each customer's profile card to find the **last five items** purchased. Then create a **personalized bundle** from those items and offer her the set for a special price. (\$10 off -- or whatever amount you decide).

Connie

- Last five purchases: **hand cream, lip gloss, hydrogel eye patches, eye liner, and TimeWise moisturizer.**
- **Her bundle** could be two hydrogel eye patches and an eye liner.

Sharon

- Last five purchases: **mascara, eye liner, charcoal mask, foundation and TimeWise cleanser.**
- **WHAT** bundle would you create for her?

Beauty Bundles



For customers purchasing **fewer than five different items**, simply include other items from the same product line (glamour, body care, etc.) and offer a bundle.

we're **ready** to grow



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 8 active

Team Leaders

Connie Consultant

Jane Doe
Jane Doe
Jane Doe
Jane Doe
Jane Doe

Connie Consultant

Jane Doe
Jane Doe
Jane Doe

Star Team Builders

Connie Consultant

Jane Doe
Jane Doe
Jane Doe
Jane Doe

Sr. Consultant

Connie Consultant

Jane Doe
Jane Doe

Your Career Level Is Up To You!



Every Director and National Sales Director started just like you! You both signed an agreement and held that first party! What's the difference between you now? **A DREAM and a PLAN to reach the dream.**

Want to know the secret to moving up the career ladder? It's simple:

CONSISTENTLY hold parties and **ALWAYS** offer the opportunity!



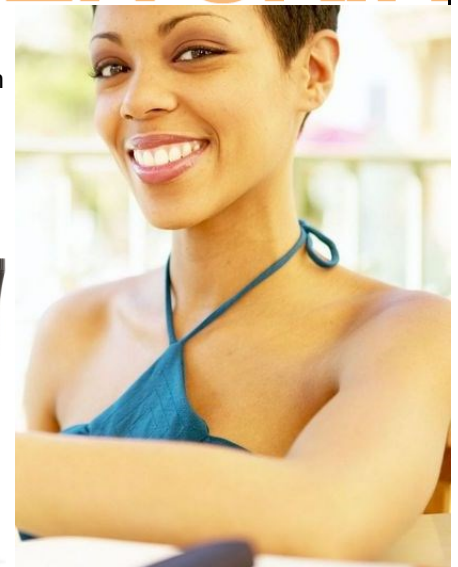
It's Seminar Time!

Registration is now open. Make your plans to attend! This is a **NO MISS** event!

YOUR BEST SUMMER SKIN

Your customers need you to help them understand the importance of protecting their skin from harmful UVA and UVB rays. SFP is found in a few of our skin care items which your customers need to know about as a source for getting started with perfect **SUMMER SKIN!**

Send this text (or email): Summertime means sunshine! Make sure you stay protected with Mary Kay products with SPF! Reply back for a special discount on any product having SPF! *(if you don't want to offer a discount, alter the text to remove that line!)*



If you have FaceBook or Twitter,

Throughout this month post about the skin care products along with photos and links to your website.

Do all you can this month to raise customers' awareness of the products you have that can be of a help to them in protection from the harmful effects of the sun **AND** to come to see **YOU** as their go-to Beauty Consultant!

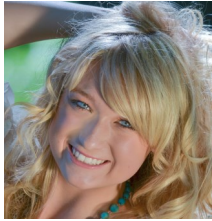




Courts of Sales & Sharing



Top 20 Year-to-Date Retail



#1



#2



#3

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 Court of Sharing

Consultant

Qualified

1. Jane Doe2
2. Jane Doe2

Who will be the next this year to have a new, qualified team member?



If you want to attract more potential customers . . .

Smile

If you approach someone and you are not smiling, you have missed a perfect opportunity to make a great first impression! What you are wearing on your body is just as important as what you are wearing on your face!

A smile engages people and makes them feel good about themselves. Project confidence by maintaining eye contact and smile at everyone you meet.

Don't give a potential customer a reason to believe you are not a genuine, honest, friendly person with whom they would want to do business. Plus, even if you don't use the opportunity for a business contact, a smile is always a nice thing to give!

Your business is the beauty business and a beautiful smile may be just the thing to help you make one more SALE!

Court of Sales

Mary Kay \$35,000
 Nancy National Area 18,000
 Director Court 5,000

Court of Sharing

Mary Kay 24 Qualified
 Nancy National Area 12 Qualified
 Furr Court 5 Qualified



Nancy National
National Sales Area

Company Court of Sales
\$40,000 Retail

Company Court of Sharing
24 Great Start Qualified



OR



OR

Congratulations

Last Quarter Stars

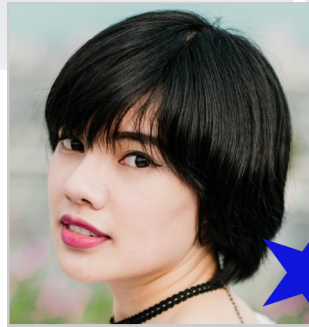
December 16 - March 15, 2024



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 June?**

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

April

Jane Doe	\$200.50	Jane Doe	139.50
Jane Doe	200.00	Jane Doe	133.00
Jane Doe	200.00	Jane Doe	124.50
Jane Doe	200.00	Jane Doe	115.50
Jane Doe	200.00	Jane Doe	104.50
Jane Doe	200.00	Jane Doe	92.50
Jane Doe	196.00	Jane Doe	80.00
Jane Doe	164.50	Jane Doe	72.00
Jane Doe	145.00	Jane Doe	72.00
Jane Doe	145.00	Jane Doe	72.00

thank you!

...for your order last month

When you order, you put yourself in a position to gain rewards, bonus gifts and recognition. And, it also helps us to reach our unit goals!

Let's Party!

In May

Everybody PLAYS A PART

Thank you for the success of the Company's goals and our unit goals this Seminar year.

Even with only this and next month to go, there's **STILL** time to reach the goals you've set.

Keep going!
It CAN be done!

3 Tips For A Healthy Growing Business

Mary Kay isn't a difficult business to run if you have a good grasp on the basics. These are not all that's important, but if you start here, you can end up wherever you desire in your career!



1 MAKE CLEAR GOALS

When situations change, if you have defined your goals, you can stay on course. Once you have the goal, do only those things that help you reach that goal.

2 SERVE OTHERS

To have an effective business and become unstoppable, offer quality service to your customers. It's the little things customers remember, so think how you would want to be treated and that will help you stay customer focused!



3 KNOW YOUR STRENGTHS

...and your weaknesses! Knowing where you are strong and what you need to work on will help you make the best decisions in your career. Don't compare yourself to other Consultants, work your business to the best of **your** ability.



Earning Love Checks



9%	Jane Doe	\$140.20
	Jane Doe	85.14
	Jane Doe	83.52

Sr. Consultants

4%

Red Jackets

4%, 6%, 8%

Team Leaders

9% or 13%

Elite Team Leader

9% or 13%

DIQs

9% or 13%

* all levels can earn recruiting bonuses as well

6%	Jane Doe	\$20.54
4%	Jane Doe	\$27.90
	Jane Doe	26.61
	Jane Doe	20.98

DID YOU KNOW????



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



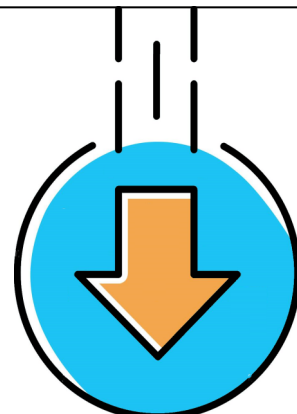
Preferred Customer Program

Important Dates

- **May 8th:** Summer 2024 issue of *The Look* begins mailing to customers.
- **May 10th:** Early ordering available to those who enrolled in *The Look* for the quarter.
- **May 15th:** All Consultants can order.

Fall / Holiday PCP Enrollment dates:

- **July 16th:** Enrollment begins.
- **August 17th:** Enrollment ends.



With the decline in global sales, these items are being discontinued.

- Botanical Effects.
- Oil Mattifier.
- Cityscape Eau de Perfume.



For customers using these products, let them know right away so they can place a reorder and stock up.

“Jean, Mary Kay is introducing a wonderful new skin care line that’s a simple, gentle, effective product designed with your skin in mind. Because of that, they will be phasing out the Botanicals Effects line which I know you love! I’m calling to let you know that I will have Botanicals in stock for a limited time. When you need to reorder your skin care, I can introduce you to the fabulous new line that I know you’ll love just as much.

Would you like to reorder a set of the Botanicals now or schedule a time where you can try the new line and see if it works for you?”

NOTE: Offer her a special price on the current product to ensure room on your shelf!

This script can be used for all the products, just fill in for each customer.

WIN This Month by Sharing!

May 1 - 30

When you **add 5** new personal team members in May **AND** attend Seminar, you’ll earn the Gold Medal charm and bracelet!

Remember!

Offer the opportunity to those **truly** interested in running a Mary Kay business and in expanding the customer reach of fabulous Mary Kay products.



This Month’s Gift Item

This silver-tone butterfly bracelet features a sliding lock on an elegant bar chain, this sparkling bracelet classes up any outfit.



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



Red Hot & Rolling News

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Soaring For More in 2024!

Like. Share.
Mary Kay
Skin Care.
The Power
of One
More!



Learn tips and ideas to flood your social media feed with the NEW! Mary Kay Skin Care Line using a video of awesome employees creating example reels.

Watch now on
MKIntouch under
Business Tools >
Video Lounge