



# THE MILLION DOLLAR DYNASTY NEWSLETTER

WE'RE SIMPLY THE BEST...  
HEAD AND SHOULDERS ABOVE THE REST!



February 2012 Recognition & Results



Top Love Check  
**Wanda  
Madden**



Sharing Queen  
**Donna  
Bayes Scott**



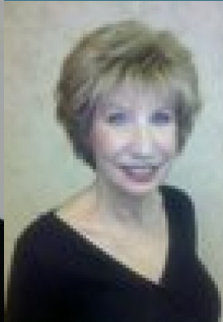
YTD Sharing Queen  
**Wanda  
Madden**



YTD Retail Queen  
**Sue  
Jacobs**



**Sue  
Jacobs**



**Paula  
Micone**



**Tara  
Upson**



**Wanda  
Madden**



**Ashley  
Petitjean**

## Our Top 5 Wholesale for February



Our Company's 50th anniversary year begins later this year and culminates with a grand celebration at Seminar 2013! It's a great time to take a step back and assess what role you will play to help the Company achieve its goal of increasing our global Consultant count to three million by our 50th anniversary! Just imagine what your business might look like with a 20% size increase (or set a goal for 10% each year) between now and the Company's 50th anniversary on Sept. 13, 2013. It can be a matter of simply stretching your belief and taking concrete steps each and every day that can help you reach both this personal and Companywide goal!

Mary Kay Ash was an extraordinary woman and visionary leader who entrusted the future of her Company and its mission in your very capable hands. As she once said, "Set a goal and do something about it every day. Don't make 'the best that I can' your objective. This gives you an open door for excuses. Tell someone about your goal. Commit yourself so that you will be ashamed to fall short. Have a plan of action that keeps you on target every day."

Dear Million Dollar Dynasty,

We're in the final four months of this seminar year! How will yours end? These four months are similar to the close of a skin care class. You've done the work. You've spent the year showing our product to others, telling your I-story, painting a picture of what our product can do for them, and you've come to the part of where you ask them, "What would you like to take home tonight?"

Do you want a free car? A family vacation? How about grocery money? Just what do you want to "take home" and achieve by seminar? Together, we can map out a plan to make your dream a reality- all you have to do is keep at it till it's done! You can achieve whatever goal you have by building your team and helping them step on up! Mary Kay is making it so easy with their great team-building promotions, launch of some amazing spring products, and our incredible opportunity.

It's time to move on up to Red Jacket! It takes just a little more effort to share our career opportunity. It's easy to go from Sr. Consultant to Red Jacket, but that extra effort can make all the difference in the world! A Red Jacket shows that you're willing to work a little longer, a little harder, a little more. It shows you are willing to step on up from a fun hobby to a part-time consultant. Red Jackets are more likely to be star consultants, since they're out holding appointments to meet those prospects. Anyone who has been in this business for a little while and is working full circle should be a Red Jacket! If you hold 1 class a week, you should definitely be one!

Focus on moving up just one step, and you'll be amazed what it can do for you! Without a goal- you won't be able to measure your success! Not only can you wrap up your end-of-the-year goals, but you can shoot for the moon next year with the momentum you'll have!

Love and Belief, Donna

**Congratulations to our February Inner Circle Winners!!**

**\$600 Inner Circle**

Sue Jacobs

Tara Upson

**\$300 Inner Circle**

Paula Micone

Wanda Madden

Ashley Petitjean

**The new Inner Circle prizes for March have been sent out by email. Select your prize and then choose your bump ups and get to work. The wholesale will be achieved as you finish the bump ups!**

## **March is Medals Month!**

**There has never been an easier time to earn your own Gold Medal! Think of the pride you'll feel when showing your friends and family your name in the Applause magazine! Begin today by sharing with one person. Then watch your team grow into a unit of your own!**

### **The Mathematical Power of Simple Duplication**

Month 1: You + 1 = 2

Month 2: 2 + 2 = 4

Month 3: 4 + 4 = 8

Month 4: 8 + 8 = 16

Month 5: 16 + 16 = 32

Month 6: 32 + 32 = 64

Month 7: 64 + 64 = 128

Month 8: 128 + 128 = 256

Month 9: 256 + 256 = 512

Month 10: 512 + 512 = 1024

Month 11: 1024 + 1024 = 2048

Month 12: 2048 + 2048 = 4096

**The choice is yours!**



## Our Top 5 Stars and Future Stars This Quarter



**Sue  
Jacobs**  
On-Target

**Michelle  
Kiefer**  
On-Target

**Wanda  
Madden**  
On-Target

**Cindy  
Mahanay**  
On-Target

**Paula  
Micone**  
On-Target

### Thank You Consultants Who Invested in Their Business in February

Sue Jacobs	\$652.25
Paula Micone	\$441.00
Tara Upson	\$336.25
Wanda Madden	\$326.25
Ashley Petitjean	\$296.25
Rebekah Bayes	\$254.00
Cindy Mahanay	\$236.25
Amy Mellor	\$215.00
Janet Koester	\$205.50
Mitzi Fagan	\$202.00
Teresa Vernon	\$200.25
Robyn Goss	\$200.00
Jeanette Y Schroeder	\$50.50

So be courageous and always remember that if you truly believe that you were destined and designed for greatness, opportunities to achieve greatness will come your way. And when you deliberately seek opportunities to advance your life, those opportunities will appear. Seize those opportunities and make the most of them. When you do, you are on your way to the greatness you so richly desire and deserve. Find your passion, and miracles can occur in your life.

*By: Dr. Daniel Drubin*

**Shoot for the moon! Even if you miss, you'll land among the stars!**

**Be in the Queen's Court by selling \$700 retail each week this year, OR be a star by selling \$300 a week!**

### Congratulations On-Target Stars:

Here's how much you need to finish your Sapphire Star By 3/15/12

Star Achieved	Name	WS Needed for Next Star
	Sue Jacobs	\$1,148.00
	Michelle Kiefer	\$1,198.00
	Wanda Madden	\$1,230.00
	Cindy Mahanay	\$1,285.00
	Paula Micone	\$1,359.00
	Robyn Goss	\$1,391.00
	Mary Diercks	\$1,409.00
	Debbie Busch	\$1,441.00
	Mitzi Fagan	\$1,455.00
	Rebekah Bayes	\$1,459.00
	Renee Hood	\$1,464.00
	Tara Upson	\$1,464.00
	Mary Busch	\$1,473.00
	Ashley Petitjean	\$1,504.00
	Jeanette Schroeder	\$1,539.00
	Janet Koester	\$1,540.00
	Tona Pinnick	\$1,546.00
	Debbie Norman	\$1,549.00
	Donna Fay Major	\$1,550.00
	Amy Green	\$1,560.00
	Amy Mellor	\$1,585.00
	Wendy Schwartz	\$1,586.00
	Sandy Smith	\$1,593.00
	Teresa Vernon	\$1,600.00
	Tonya Deal	\$1,657.00

## Recruiters and Their Teams

### Senior Consultants

#### Debbie Busch

Donna Fay Major

Mary Busch

\* Stephanie Errebo

#### Nicole Lange

Elizabeth Burch

#### Renee Hood

Wendy Schwartz

#### Wanda Madden

Janet Koester

Missy Woods

\* Carol Krug

\* Courtney Hickman

\* Tonya Deal



### It's What Women Want: Help Boost Sales with our eCatalogs

Mary Kay is expanding its catalog offerings, so in addition to *The Look*, you and your customers also can view special editions such as Men's eCatalog, Trend Reports and skin care brochures, with even more selections to come!

### What This Can Mean for Your Business

The very rich selection of eCatalog options can allow you to bundle and showcase products and trends and can even help you better target your customers. From these eCatalogs, your customers can shop with you directly on your website, create and share a wish list, email an eCatalog with sticky notes to friends, watch videos, and much more. You can share these exciting eCatalogs via social networking sites such as Facebook and Twitter, along with MKeCards!



## Top Love Checks



**Wanda Madden**

### 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**

## Welcome New Consultants

Deb Rome

*Sponsored By:*

Donna Bayes Scott

## Welcome Back Consultants

Paula Micone  
Ashley Petitjean  
Tara Upson





# Dare to Dream

## Be our Seminar 2012 Queen



Our Top  
5 YTD  
Personal  
Retail  
Court  
According to  
MK Orders



Sue  
Jacobs



LeAnne  
Keeler



Wanda  
Madden



Teresa  
Vernon



Tona  
Pinnick

### YTD Retail Court

1 Sue Jacobs	\$10,367.00
2 LeAnne Keeler	\$9,069.00
3 Wanda Madden	\$5,738.50
4 Teresa Vernon	\$4,508.50
5 Tona Pinnick	\$3,561.00
6 Cindy Mahanay	\$3,172.50
7 Missy Woods	\$3,104.50
8 Mitzi Fagan	\$2,971.50
9 Rebekah Bayes	\$2,558.50
10 Michelle Kiefer	\$2,209.50
11 Paula Micone	\$1,997.00
12 Debbie Busch	\$1,702.00
13 Elizabeth Burch	\$1,655.50
14 Janet Koester	\$1,583.00
15 Renee Hood	\$1,550.00
16 Amy Mellor	\$1,512.00
17 Tonya Deal	\$1,497.00
18 Lucille Spain	\$1,339.00
19 Peg Gilbert	\$1,226.50
20 Debbie Norman	\$1,209.00

Make plans now  
to be in the 2012  
Court of Sharing!  
Just 24 qualified  
new team  
members for  
the year!



### Year to Date Sharing Court



Wanda  
Madden  
1 Qualified  
\$56.32

Be in the  
Queen's Court  
of Personal  
Sales by ordering  
\$36,000+ retail.



**Make plans now to be in the Court of Sharing! Just 24 qualified new team members for the year!**

At Seminar, we want to celebrate the brilliance of you! 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! Dare to Dream this seminar year, and you'll be walking down the red carpet in style for Awards Night!



## PCP Participants:

Teresa Vernon  
 Tara Upson  
 Jeanette Y Schroeder  
 Tona Pinnick  
 Donna Fay Major  
 Cindy Mahanay  
 Wanda Madden  
 Nicole Lange  
 Janet Koester  
 Michelle Kiefer  
 Renee Hood  
 Mitzi Fagan  
 Cynthia Efken  
 Debbie Busch  
 Rebekah Bayes  
 Donna Bayes Scott



### April Birthdays

Amy Mellor	2
Julie Straub	7
Jennifer Fitzgerald	20
Robyn Goss	26

### April Anniversaries

Becky Schaefer	7
Elizabeth Burch	3
Rebekah Bayes	2
Ronda Hodge	2
Courtney Hickman	1
Lynette Conklin	1
Stephanie Errebo	1

Barrier-busting behavior begins in the mind with a conscious decision and then must manifest itself in every aspect of your daily routine. Hard work and smart work make dreams come true.

# Easter Egg

# Warm Chatter Ideas:

**Idea #1:** "I am taking off on the carnations theme with Easter eggs tomorrow! I bought 4 dozen plastic eggs, printed a label-sized coupon (my coupon is for a discount on their first order at their complimentary facial!) to put inside, and am putting these together to hand out at businesses tomorrow! I will ask for names and phone numbers to follow up with to book a pampering session!"

**Idea #2:** "I did the same thing! In my eggs, I put in jellybeans and confetti, and I bought little play money—\$5's and \$10's and one \$20. I put my reorder label on them, and then I handed them out and told them if they had friends at their appointment, they'd get to double it!"

You might be asking, "**What did you say to these ladies when you handed them the egg?**"

"I am here to honor the working women in your office with candy and Easter eggs! Would you like to be honored? Here, take some candy, and you get to choose your egg! The egg has a prize in there from Mary Kay, so I need to get your name and a number to reach you so we can get together for your prize! (I then hand them the name/phone number side of my card and leave them my business card. ) Thanks! Have a Happy Easter!"





# SPRING FEVER



## NEW! Botanical Effects, from \$14 each product

- Helps promote healthy skin with an exclusive botanical complex featured in every product
- Personalized with additional botanicals specific to the needs of your skin type – dry, normal or oily
- Nine out of 10 women said that their skin looked healthy after using the regimen.



Check out all our fabulous limited-edition products for spring:



## The Art of Nature Collection

All of nature's beauty comes to life this season in lightweight, high-gloss makeup that's fun and effortless to wear with good-for-you ingredients like aloe and shea butter.

**Dual Lip Glaze** – Glistening Sand, Warm Coral, \$14

**Fluid Eye Color** – Pearl, Rainforest, \$15

**Nail Lacquer** – Crushed Pearl, Lava, Base Coat, Top Coat \$9

**The Art of Nature Collection Bag**, \$5 with purchase of \$40 of any *The Art of Nature Collection* items.



## Mint Blossom Pedicure Set, \$24

The Set includes: Foot Fizzies, Icy Foot Gel, Pumice Stone, Emery Board and coordinating bag

**Mint Blossom Foot Fizzies, \$10**

**Mint Blossom Foot Scrub, \$10**



## After-Sun Replenishing Gel, \$12

After outdoor exposure, our gel offers botanical extracts rich in soothing antioxidants to replenish vital moisture. It's perfect for Spring Break and summer vacations.



## Thinking of You Mother's Day Set, \$30

The Set includes: Thinking of You perfume pendant and Moisture Rich Shower Crème

*Why not pair with a full-sized Thinking of You Eau de Parfum (\$30) for a great Mother's Day gift?*





# Administrative Professional's Week

April 22-28

The Administrative Assistant is a very important person in every business. Take time to think of every one you know and make sure she gets pampered! But wait... what about the ones you haven't met yet? Be sure to make a list of all the businesses that you can think of who have an assistant and call the manager or the owner to offer your services, **using the following script:**

"Hello, \_\_\_\_\_, my name is \_\_\_\_\_ and I am a professional Beauty Consultant with Mary Kay Cosmetics. Do you have a quick minute? GREAT! I'm calling to remind you that National Administrative Professional's Week is coming up April 18-24, and our goal is to be sure that all the administrative professionals in this area know just how much their time and talent is appreciated. How many assistants do you employ? What do you usually do for Administrative Professional's Week? (Whatever he says, agree that it is wonderful...then say) I know they would appreciate one of our special pampering sessions . . . we offer quick makeovers, at a time and place that's convenient to the company, as a FREE service to the businesses in our area. Is there any reason why you wouldn't want to pamper your secretaries this year with one of our FREE pampering sessions?"



## • Another Great Idea •

Take a 6-inch diameter flower pot. Add some clear or green shredded paper. Place a lotion inside, add a packet of flower seeds, and wrap it in flower-covered cellophane gift wrap. Tie purple, yellow and green ribbons around the top of the pot and tightly wrap it around the product. Complete your wrapping task with a quick fluff of both the cellophane wrap and ribbon at the top of the package. Next, attach a cute gift label with the following words, "Our business blooms every day because of you! You are appreciated!"

Visit banks and local offices and show them this great idea.

Don't forget to include your business card and a free makeover/manicure coupon.

Remember, the key is to follow up with everyone!



## • Don't forget the following ideas •

- ◆ Offer to come in and give the gals a pampering session. Spa treatment, Satin Hands and Feet, Mini Makeovers, etc. Of course, you can suggest that the boss purchase a gift certificate for them to spend during the pampering session. You could even bring in a pizza for lunch. Everyone goes out to lunch on this day...why not a relaxation session?
- ◆ Offer to wrap and deliver anything that they might want to give. Add balloons and make it beautiful!
- ◆ Call the wives of the men who have assistants. We all know that they do the shopping anyway! Don't forget your husband's office. I send different things to the ladies for holidays. Don't forget those ladies at the school! Call the principal to treat them! And you treat them to something, too!
- ◆ Offer gift certificates that could be given out at their luncheon and used for anything that they like!
- ◆ During Administrative Professional's Week, visit local offices with single stem flowers and attach certificates for a makeover and \$5-10 in free products at the time of the makeover. Make sure this is okay with the management of the office.

**How many administrative professionals do you know who are not truly appreciated? Share the Mary Kay Opportunity with them today! Don't forget that National Sales Director Lisa Madson was a part-time administrative assistant before she started selling Mary Kay!**





# The FACE RACE is ON!!!

**Join Our  
Face Race!**

**Are you ready to  
step on up?**

**Start by booking classes  
and working full circle!**

**Our Unit is on the move, and  
booking classes has never been easier than with our new skin  
care and color products for spring. It's time to get out the door!**

**It's  
Time  
To**

**SPRING**  **into  
ACTION!**



**I have a  
very  
special  
prize for  
the  
person  
who  
facials the  
most  
people  
this  
month!  
It's a  
race  
to the  
finish.**

All faces must be registered on Intouch or turned in at meetings on Weekly Accomplishment Sheets to count. Make sure to email or call me with your total number of faces for this month to be added into the contest!

## **Hop to it!!! The FACE RACE is ON!!!**



# 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!



## 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 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 recruiting literature with career path.

## 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.



## 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.



## 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 web site.



If you want to be a  
**SALES DIRECTOR by Seminar,**  
**then you must MASTER everything listed below:**

by Sarah  
Hjelle

- Come to EVERY Mary Kay EVENT
- Focus on becoming the BEST you can possibly be in all areas!
- Practice giving recognition away at every given chance.
- Send notes of appreciation to everyone!
- LISTEN to your mentors. LEARN their techniques. Add ONLY WHEN called upon. As you move up and your advice is needed and will be requested- YOU WILL BE CALLED ON! Master your skills now, and your calling will be sooner!
- Always hand in your Weekly Accomplishment Sheets.
- Pretend Mary Kay is on your shoulders at all times: would she approve of what you are saying to your sister Consultants, what you are wearing, & how you are acting? Ask yourself...would a CEO of a multi billion \$ company do what you are doing?
- DECIDE that you will make your goals happen... NO MATTER WHAT!
- CHOOSE to train yourself. Choose to be an independent businesswoman with the guidance of your mentors. Remember that your title will be INDEPENDENT SALES DIRECTOR, not a DEPENDENT Sales Director.
- LISTEN TO TAPES EVERY DAY! If I called you today, would you be able to tell me that you listened to one or more??? Have you READ EVERY PAGE of the Career Essentials more than once? Have you turned in your vouchers? Remember, your team and Unit will do what you do!!! What kind of team are you going to bring up?
- MANAGE YOUR ATTITUDE, BODY LANGUAGE, & EXPRESSION! Women of leadership roles cannot depend on others to constantly inspire and motivate them. You must master this task yourself. Watch yourself talk - fill your brain with positives. Smile when you don't feel like it. By acting GREAT, you will become it! REMEMBER: What you say is not as important as HOW YOU SAY IT!! Learn to MASTER mirroring the personality that you are talking with. If they are quiet and reserved - then you must be also!
- CONCENTRATE ON OTHERS! Forget about yourself, how you are feeling, and get into the feeling of the people in front of you and how you can possibly impact them! This company is about building others UP! Make them feel IMPORTANT and GREAT in your presence! Study what leaders in front of you are doing and how they are talking to others!



# HERE IS THE PLAN TO BE A DIRECTOR BY SEMINAR!

**IT'S SOOOOOO SIMPLE!**

- You are 16 Skin Care Classes away from DIQ!  
(If you have no recruits right now.) Multiply the number of new team members you need to enter DIQ X 2 classes to see how far away you are.
- You are 24 Skin Care Classes away from a FREE CAR!  
(Same formula as above)
- You are an additional 44 Skin Care Classes, after 16, away from becoming a UNIT! (Each of those classes will net you an average of \$100 profit!!! Talk about on-the-job training!!)
- How many can you hold per week? per month? What's your schedule?
- During each of those classes, you MUST book two additional classes and INTERVIEW 2 women from each class. It would benefit you to have 6 women in attendance at every class.

To do this, you MUST MASTER ALL OF THE FOLLOWING:

- Skin Care Class Opening
- Four-Point Recruiting Plan
- Strong I-Story
- Skin Care Class Table Close
- Private Consultations
- Strong Recruiting Appt. Invitation
- A Great Booking Approach

So make a list of what you feel confident in. Make a list of things you need to learn and master. Chances are, every amount of information you need can be found on Intouch including videos, the Start Earning Now Brochure, and our monthly Power Classes. Anything you feel might be missing, you can find at our weekly meetings or **ATTENDING OTHER CONSULTANTS' CLASSES!!!** Training yourself is **TAKING RESPONSIBILITY** for your own success!

By following this plan you would be:

Holding 2 classes per week @ 2.5 hours = 5 hours

Holding 4 Interviews per week @ 1.5 hours = 6 hours

Booking 2 NEW Classes

Attending a Unit Function @ 3 hours = 3 hours

Doing some paperwork @ 3 hours = 3 hours

Your total work week is approximately 17 hours. You may work less hours. Remember, time is money!

## Why would you want to be a DIRECTOR?

**A Personal Team With \$5,000 Production x 13% = \$650**

**With three Recruiting Bonuses @ \$50 = \$150**

**TOTAL CHECK \$800**

**A Unit with \$5,000 Personal Team Production x 26% = \$1300**

**Unit Building Bonus with 3 qualified = \$300.00**

**Unit Production Bonus = \$500 TOTAL CHECK \$2100.00**

**PLUS A FREE CAR OF \$403.00 PER MONTH**

Created for the clients of [www.unitcommunity.com](http://www.unitcommunity.com)





## Ongoing Company Promotions:

What are you working towards?



# way to GROW

Dec. 1, 2011 – Feb. 29, 2012



Spotlight on you  
Jan. 1 – July 1, 2012

# class of 2012



## Mary Kay Dates to Remember:

- **March 12:** Monday, 7 pm, Salina Sales Meeting--How to create and use a Facebook Page for your business; Studio Pink, 204 S Santa Fe
- **March 23-24:** Career Conference, KC and Providence RI
- **March 26:** Monday, 7 pm, Salina Sales Meeting, Studio Pink
- **April 4:** Mary Kay Makeover Contest Entry/ Submission period begins.
- **April 6:** Good Friday. Company Holiday. All company and branch offices closed.
- **April 7:** Passover. World Health Day.
- **April 8:** Easter Sunday. Online DIQ form becomes available beginning at 6am CST until midnight on the 10th.
- **April 9:** Priority Awards Seminar 2012 Registration opens. PCP spring mailing of the month 2 mailer begins.
- **April 9:** Salina Sales Meeting, 7 pm
- **April 16:** Beaut-e-news begins emailing to customers. PCP summer enrollment begins.
- **April 22:** Earth Day
- **April 25:** Administrative Professional's Day
- **April 27:** Last day of the month for consultants to place telephone orders until 10pm CST
- **April 30:** Last business day of the month. Priority Awards Seminar Registration ends. Online agreements accepted until midnight central time. Last day for consultants to place orders online (until 9pm CST). Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards production.



Look for the seeds of future greatness and accomplishment in all of your adversity, failure and heartache. When we mope after a setback, we get our eyes on ourselves rather than on our future. Some of the greatest accomplishments are born out of that which grows from our adversity. Give some time today to look for what the seeds may be - then plant them, water them, and watch them grow!

By Chris Widener





**DONNA BAYES-SCOTT**  
INDEPENDENT SALES DIRECTOR OF  
THE MILLION DOLLAR DYNASTY

1402 W 42nd St  
Hays, KS 67601  
Phone: (785) 656-1999  
donna@marykay.com

Return Service Requested

### **Ask for referrals today!**

Taken from: *Selling is a Woman's Game: 15 Powerful Reasons Why Women Can Outsell Men* By: Nicki Joy with Susan Kane-Benson

You will see that in sales, generating referrals is the easiest and least expensive way to do business. The client comes to you with a positive first impression and a reference from an already happy customer. The legwork and energy that you have to expend on prospecting is nil, and natural customer defenses don't exist.

## **Movin' On Up In March!**

### **Steps & Tips that are so simple they work:**

1. Decide **WHERE** you are going — Red Jacket? New Sales Director? Fab 50's Elite?
2. Decide **HOW** long it will take you to get there — 30 days, 2 months, 3 months
3. Decide **WHY** you want to go there — More Money, Better Car, Higher Commission Check, Expand Your Circle of Influence
4. Decide **WHO** is going with you. Look at your current team. Identify key players.
5. **TRACK** your progress at stops along the way — DISPLAY THEM. (The numbers may not be pretty, but you can't ignore them.)
6. Keep a **PICTURE** of your destination in front of you. (Visualize it.)
7. Tell **EVERYONE** where you are going. Erica (in her 3rd month of car qualifications) tells everyone, "My birthday is in May, and my birthday present will be a Free Car from Mary Kay!"
8. Keep **POSITIVE ENERGY FLOWING** so that your team members will have FUN along the way. If it's not fun for you, can it be fun for them? Absolutely not.
9. **CELEBRATE** at key stops along the way. Celebrate any activity—balloons, etc.
10. **FOCUS** on your team, not yourself. In all instances of life, people do things for their reasons, not yours. Talk to your people and find out where they're trying to go. Support them to get there. Never impose your needs on them.

**Now, you have your road map . . . Get ready, Set, GO !!!**

Adapted from a Shaw Conference Call in 2001

