



# Cindy Leone

# Cindy's Celebrities

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February Newsletter with January Results

## Our Proud Reds



Lisa Perry  
Star Team Builder



Erin Shaffer  
Star Team Builder



Elena Torsiello  
Star Team Builder

new faces **take you** places



Earned Jan. Bracelet



## Winners



Donna Pedicord



Jill Kuffa



Leah Marley



Kimberly Bowe



Christine Spain



Who will be next?



Who will be next?



Who will be next?

### PCP

## Participants

Look Who Enrolled Customers

- Elena Torsiello
- Jill Kuffa
- Christine Spain
- Michelle Redfield
- Kimberly Bowe

- Christi Kunzweiler
- Danielle Nirdlinger
- Donna Santoianni
- Dana Kuffa
- Erin Shaffer

# STAR CONSULTANT PROGRAM PRIZES



DECEMBER 16 - MARCH 15

Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
LEAH MARLEY	\$993.00	\$807.00	\$1,407.00	\$2,007.00	\$2,607.00	\$3,807.00
LISA PERRY	\$795.50	\$1,004.50	\$1,604.50	\$2,204.50	\$2,804.50	\$4,004.50
DONNA PEDICORD	\$713.00	\$1,087.00	\$1,687.00	\$2,287.00	\$2,887.00	\$4,087.00
JILL KUFFA	\$659.00	\$1,141.00	\$1,741.00	\$2,341.00	\$2,941.00	\$4,141.00
ERIN SHAFFER	\$640.50	\$1,159.50	\$1,759.50	\$2,359.50	\$2,959.50	\$4,159.50
KIMBERLY BOWE	\$602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00
CHRISTINE SPAIN	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00
STEPHANIE MCCATHERIN	\$466.25	\$1,333.75	\$1,933.75	\$2,533.75	\$3,133.75	\$4,333.75
DENISE KIEHN	\$445.00	\$1,355.00	\$1,955.00	\$2,555.00	\$3,155.00	\$4,355.00
ELIZABETH MCLAUGHLIN	\$407.00	\$1,393.00	\$1,993.00	\$2,593.00	\$3,193.00	\$4,393.00
DONNA MONZO	\$400.00	\$1,400.00	\$2,000.00	\$2,600.00	\$3,200.00	\$4,400.00

Whatever picture you paint in your mind, the mind goes to work to complete it. Someone once said that a man is what he thinks about all day long. Well, if that applies to man, it certainly applies to us. Believe me, if you will think about what it is that you want to do and what you want to become all day long, great things are going to happen in your life. Keep your goals posted on your desk, your refrigerator, your bathroom mirror, and your car visor so that you are reminded all day long of your goal. I want you to throw out all those negative words like "if I can," "I hope," "maybe,"... and I want you to replace those words with "I can, I will, I must." (Career Conference Speech '95) Wisdom from Mary Kay Ash

BIGGER ACT TALK FEARLESS STRONGER

DO BIGGER  
THINGS  
IN 2018

**Career  
Conference  
2018**

*Save the Date*

March 16-17

March 23-24

March 25-26

**CLICK HERE TO REGISTER NOW**

\$95 registration fee with \$40 whsl credit towards a future order

complete  
details on  
intouch

# shooting for the

# Stars

top in retail sales

## Company Court of Sales



Leah Marley



Kimberly Bowe



Jill Kuffa

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$13,974.00	\$0.00	\$13,974.00
2	Kimberly F. Bowe	\$8,567.50	\$0.00	\$8,567.50
3	Jill A. Kuffa	\$8,162.50	\$0.00	\$8,162.50
4	Christine Spain	\$8,056.00	\$0.00	\$8,056.00
5	Elena R. Torsiello	\$6,421.00	\$0.00	\$6,421.00
6	Erin Shaffer	\$6,357.00	\$0.00	\$6,357.00
7	Michele E. Knight	\$5,364.00	\$0.00	\$5,364.00
8	Dana L. Kuffa	\$5,185.00	\$0.00	\$5,185.00
9	Donna L. Pedicord	\$5,180.00	\$0.00	\$5,180.00
10	Lisa Perry	\$4,452.00	\$0.00	\$4,452.00

# top team

# Builders

## Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$268.76
2	Jill A. Kuffa	1	\$93.00
3	Leah R. Marley	1	\$36.12

## national court of sales

- »»» **National**  
\$40,000 Retail/ \$20,000 whsl
- »»» **Area**  
\$20,000 Retail/ \$10,000 whsl
- »»» **Unit**  
\$10,000 Retail/ \$5,000 whsl



## national court of sharing

- »»» **National**  
24 Team Members
- »»» **Area**  
12 Team Members
- »»» **Unit**  
6 Team Members





# Celebrate!

March ●●●●●●●●●●

## Happy Birthday

## MK Anniversary



Birthdays	Day
Florence C. Ugorji	4
Donna L. Santoianni	8
Carmen Canals	10
Kristi L. Caesar	11
Hillary B. Paton	15
Donna L. Pedicord	15
Terry Lipiec	21

Anniversaries	Years
Beth C. Griffin	30
Elena R. Torsiello	27
Nancy J. Huber	20
Hope C. Kelly-Miller	17
Allison A. Crognale	16
Beverly Gerberich	13
Tracy A. Tuppeny	9
Nathasha C. Ross	1

## Look Who Invested This Month




Name	Amount	Name	Amount	Name	Amount
Donna L. Pedicord	\$713.00	Esther P. Clark	\$386.50	Paula Robinson	\$229.50
Jill A. Kuffa	\$640.00	Donna L. Santoianni	\$376.00	Kimberly L. Bowe	\$228.50
Leah R. Marley	\$622.50	Lisa Perry	\$285.50	Colleen M. Williams	\$228.50
Kimberly F. Bowe	\$602.00	Heather D. Donaire	\$262.50	Diana Becker	\$228.50
Christine Spain	\$601.00	Michele L. Cressman	\$242.00	Sherry A. Willis	\$227.50
Denise L. Kiehn	\$445.00	Ali Zacharkow	\$238.00	Maeozia Samuel	\$227.00
Elizabeth McLaughlin	\$407.00	Danielle Nirdlinger	\$235.00	Pamela Doughty	\$227.00
Erin Shaffer	\$404.50	Dana L. Kuffa	\$231.00	Carolanne Garstka	\$226.00
Andrea Brenner	\$397.50	Stephanie McCatherin	\$230.00	Phyllis G. Bryant	\$225.50

Suit up!

The time is now.  
Seize the day.  
You are only 8 away!

Complete interviews to add new team members.  
On average it takes sharing the MK opportunity 5 times to add a new team member. You've got this!



SALES DIRECTOR COLLECTION - 2018-2019

nicole miller  
for  
MARY KAY

# steppin' up the

# Ladder



## Senior Consultants

- 1-2 Active Team Members
- 4% Commissions
- Eligible to order Red Jacket (2 Active)

Kimberly F. Bowe  
 Kimberly L. Bowe  
 \* Christina L. Parker  
 # Rynisha N. Falls  
 # S. Morrow-Goggins  
 # Beverly D. Rambert

Jill A. Kuffa  
 Dana L. Kuffa  
 Leah R. Marley  
 Samantha D. Hurtt

Michele L. Cressman  
 Cary S. Fredericks  
 \* Trudi Mitana  
 # Patrice A. Patterson

Hillary B. Paton  
 Callye E. Huf  
 Diana D. Williams  
 Regina K. Toe

Jo Ann M. Foulks  
 Ali Zacharkow

Sherry A. Willis  
 Phyllis G. Bryant  
 Marie H. Phero

Beth C. Griffin  
 Daryl A. Tuccillo  
 \* Eileen T. Delvecchio  
 \* Karen J. Fonollosa

## Star Team Builder

- 3-4 Active Team Members
- 4% Commissions
- \$50 Red Jacket Rebate
- \$50 Team Building Bonus



Lisa Perry  
 Heather D. Donaire  
 Jo Ann M. Foulks  
 Jackie Rowley  
 \* Beverly Gerberich  
 # Maria Elliott  
 # Nancy J. Huber

Erin Shaffer  
 Christi Kunzweiler  
 Leah R. Marley  
 Stephanie McCatherin  
 # Kristen Capps  
 # Angie D. Luker

Elena R. Torsiello  
 Diana Becker  
 Georgiana Foti  
 Carolanne Garstka  
 Donna A. Teel-Drake  
 \* Sharron H. Coleman  
 \* Esther Jackson-Pope  
 \* Lori Picinich  
 \* Florence C. Ugorji  
 # Joyce-Patryce Clark  
 # Cora D. Jones  
 # Sarah C. Keller  
 # Eileen H. Rothstein  
 # Grace M. Vasta

## Team Leader/ Future Director/ DIQ

- 5+ Active Team Members
- 9 or 13% Commissions
- \$50 Team Building Bonuses
- Earn the use of a Career Car or Cash Compensation



## Director

- 5+ Active Team Members
- 9 or 13% Unit Commissions
- 9 or 13% Personal Commissions
- \$100 Team Building Bonuses
- Unit Bonuses
- Earn the use of a Career Car or Cash Compensation



## >>> Team Building Tip of the Month <<<

By Pamela Waldrop Shaw

So often we tend to complicate the team building process by using too much material and information, when in fact, all the information we really need is a clear analysis of our prospect's life and HER needs so that we can give her customized information about Mary Kay – ONLY what she needs in order to make a YES decision. You can do this in 5 easy steps! But the key is, You must be a good listener, and you must ask logical questions based on her responses!! A good interviewer develops good questions that invite information, and a good interviewer LISTENS!

- Gather Information
- Explore
- Establish Interest Level
- Overcome Objections
- Close It



It's a Beautiful  
THING WHEN  
a career  
&  
a Passion  
come  
Together

a note from

.....Cindy

Happy Valentines! February is the LOVE month! Are you sharing the love that you have for our wonderful products and the love you have for this opportunity? Share from your heart and others will see your passion and enthusiasm!

When you treat your MK Business like a business, so will others. They will see you working with determination and consistency; and they will respect your time set for appointments and phone calls. Many of you have the desire to move up the career path and are working with purpose and determination! Staying FOCUSED and CONSISTENT will help you reach your goals this Seminar year. I cannot wait to see you cross the Seminar Stage celebrating your achievements!

Are you registered for CAREER CONFERENCE? This is an event that you want to invest your time and money into. Your return on your investment can be HUGE! The registration fee is \$95, and you will receive \$40 whsl credit, which is \$80 Retail. You can't beat that deal! Not only will you learn from the top in the company, be among inspirational women that may have similar life situations as you and form new friendships with sister consultants; but when you go home, you will have your excitement and enthusiasm, the BEST of the BEST training and practical tools to help you reach your goals for this Seminar year!

*Enjoy the Journey as much as the Destination.*

**Marshall Sylver**

With tons of thankfulness,

*Cindy*

Welcome

.....  
**New Consultants**

*Heather Donaire*

From WESTFIELD, NJ

Sponsored by L. Perry

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### *Surprise and Delight*

When you earn the February charm bracelet, you'll be entered into a drawing for a chance to win this **Prada Handbag** or a \$100 gift card!



### *Focus on New Faces*

Earn your bracelet in Dec, Jan and Feb and attend Career Conference to receive this **FOCUS bracelet with crystal-encrusted charms**. Plus, you'll get Bling Buttons for your CC badge!



Thank you for submitting your Mary Kay Accomplishment sheets on line

### January Results

#### Parties/Classes with 3 or more

Christine Spain-\$375,134  
Leah Marley-\$331  
Danielle Nirdlinger-\$256  
Erin Shaffer- \$183

#### Facials(1 or 2 in attendance)

Erin Shaffer-\$129  
Kimberly Bowe-\$110

#### OTG-On the Go Appointments

Christine Spain-\$130, 123  
Kimberly Bowe-\$114, 40  
Danielle Nirdlinger-\$56, 42

#### PWS

Erin Shaffer- \$128, 45  
Leah Marley-\$120

#### PCP-Preferred Customer Program

Kimberly Bowe-\$280  
Erin Shaffer-\$100  
Christine Spain-\$92,36

#### Skin Care Sets

Kimberly Bowe-7  
Christine Spain - 5  
Erin Shaffer-1

#### Weekly Sales

Christine Spain-\$542,349  
Kimberly Bowe-\$394,150  
Leah Marley-\$331,140  
Erin Shaffer-\$312,145,128  
Danielle Nirdlinger-\$298,56

#### Basic Skin Care Sets YTD

Christine Spain - 32  
Kimberly Bowe- 29  
Leah Marley - 15  
Erin Shaffer-6  
Jill Kuffa-4  
Dana Kuffa-4  
Elena Torseillo-2

**HotLine Callers Everyday!**  
Christine Spain, Erin Shaffer  
Leah Marley

**\$100 Days**  
Christine Spain  
**Everytime you have a \$100 Day**  
**Call Cindy and leave me a message**

Congrats! Queens at their Success Meetings

Leah Marley



Erin Shaffer



### \$1,000 Selling Month



See you Here next Month!

### CONGRATULATIONS TO OUR JAN ANNIERSARY CONTEST WINNERS!



Christine Spain Erin Shaffer

### January Jumpstart

Erin Representing as a Star TB(Red Jacket)



MKU Winners



Christine & Kim w Emily



Raffle Winners- Stephanie



Michele



Erin



# Mary Kay Ash

*Celebrating her 100th Birthday  
by Honoring her Legacy!*

*Thank you for helping Honor  
Mary Kay Ash by allowing us to  
make you feel Special!*

#	Name	#	Name
1		26	
2		27	
3	MK	28	
4		29	
5		30	
6		31	
7		32	
8		33	
9		34	
10		35	
11		36	
12		37	
13		38	
14		39	
15		40	
16	MK	41	
17		42	
18		43	
19		44	
20		45	
21		46	
22		47	
23		48	
24		49	
25		50	

#	Name	#	Name
51		76	
52		77	
53		78	
54		79	
55		80	
56		81	
57		82	
58		83	
59		84	
60		85	
61		86	
62		87	
63		88	
64		89	
65	MARY KAY!	90	
66		91	
67		92	
68		93	
69		94	
70		95	
71		96	
72		97	
73		98	
74		99	
75		100	



## *Celebrating her 100th Birthday by Honoring her Legacy!*



*Will you  
Please help me  
Honor  
Mary Kay Ash?*

Mary Kay Ash lived a life of grace, giving, and generosity. She asked each of us to pass it on; pass on our wonderful products, pass on the incredible opportunity, pass on financial blessings through her charitable foundation.

Allow me to Make YOU feel Special by showing you the beauty of our Mary Kay products. One on One or with a few of your friends, let's set a date to get together!

MARY KAY!

## *Celebrating her 100th Birthday by Honoring her Legacy!*



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MARY KAY!

## Career Conference 2018 Recognition



### *New Faces Take You Places* Career Conference Consistency Challenge

Qualifiers ISDs and IBCs who achieve the *New Faces Take You Places* Career Conference Consistency Challenge by earning the December, January and February *New Faces Take You Places* charm bracelets will receive a Bling Button.

- New IBCs whose Independent Beauty Consultant Agreements are signed and accepted by the Company in the months of December and January and who earn the January and February *New Faces Take You Places* charm bracelets will receive a Bling Button.



### Mary Kay University Qualifiers ISDs and IBCs who have completed the required curriculum assessments

as of Feb. 28, 2018, will receive the Mary Kay University Bling Button.



### *Advanced Color Consultant* Qualifiers ISDs and IBCs who have completed the program and

become *Advanced Color Consultants* as of Feb. 28, 2018, will receive the *Advanced Color Consultant* Bling Button.



### On-Target *All-Star* Star Consultant Consistency Challenge

June 16 – Sept. 15, 2017, AND Sept. 16 – Dec. 15, 2017

Qualifiers ISDs and IBCs who achieve two quarters of consistent Star Consultant status will receive the On-Target *All-Star* Bling Buttons on their badges.



### I'm a Star On-Target Star Consultant Dec. 16, 2017 – Feb. 28, 2018

Qualifiers IBCs who have achieved at least \$1,200 in cumulative wholesale Section 1 orders will receive a Bling Button.



### *Advanced Skin Care Consultant*

Qualifiers ISDs and IBCs who have completed the program and become *Advanced Skin Care Consultants* as of Feb. 28, 2018, will receive the *Advanced Skin Care Consultant* Bling Button.



### *Advanced Product Consultant*

Qualifiers ISDs and IBCs who have completed the program and become *Advanced Product Consultants* as of Feb. 28, 2018, will receive the *Advanced Product Consultant* Bling Button.

## ON STAGE!!



### I'm in Red As of Feb. 28, 2018

#### Qualifiers

- IBCs who have three or more active\*\* team members will receive onstage recognition and a Bling Button.

\*\*An IBC is considered active in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months.



### On-Target Court of Personal Sales July 1, 2017 – Feb. 28, 2018

Qualifiers ISDs and IBCs who are on-target for the Queen's Court of Personal Sales with at least \$26,000 in personal retail production will receive onstage recognition, a special gift\*\*\* and a Bling Button.



### Career Conference VIP Luncheon

#### Qualifiers

- IBCs who achieve the *New Faces Take You Places* Career Conference Consistency Challenge by earning the December, January and February *New Faces Take You Places* Challenge and who add one qualified\* new personal team member from Dec. 1, 2017 – Feb. 28, 2018.
- New IBCs whose Independent Beauty Consultant Agreements are signed and accepted by the Company in the months of December and January and who earn the January and February *New Faces Take You Places* Challenge AND have one qualified\* new personal team member from Dec. 1, 2017 – Feb. 28, 2018.
- ISDs who are on-target for the \$500,000 Circle of Achievement with at least \$330,000 or more in estimated unit retail production from July 1, 2017 – Feb. 28, 2018.

NOTE: To guarantee your spot at the CCVIP Luncheon, you MUST be registered for Career Conference by Feb. 28, 2018. Although we will always try to accommodate on-site registrants, we cannot guarantee a spot at this luncheon.



Independent Beauty Consultants and Sales Directors who achieve *New Faces Take You Places* Challenge for the months of December, January and February and attend Career Conference will receive the exclusive consistency challenge bracelet with a crystal-encrusted charm featuring the power word FOCUS. Plus, they'll get awesome Bling Buttons for their Career Conference badges!



*Feel The Love in Fab February!*  
*Making The World Beautiful 1 Face at a Time!*



**Red Croc Wristlet for 8 Faces for the month! (min \$225 whl)**

**Silver Heart Choker Necklace for 15 Faces for the month! (min. \$400 whl)**

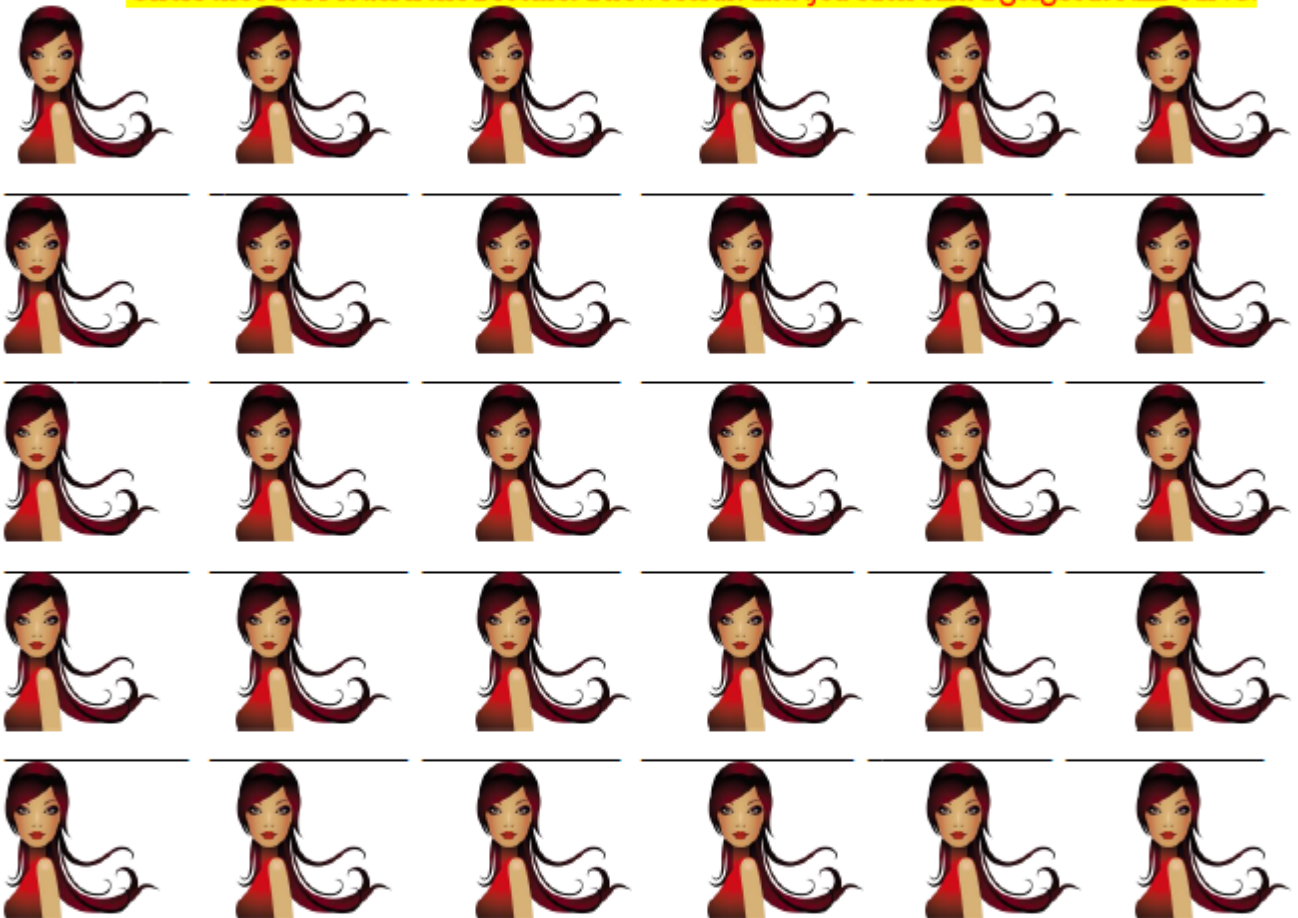
**Hearts Choker Necklace & Earrings for 20 faces for the month! (min. \$650 whl)**

**Hearts Choker Necklace, Earrings & Hearts Bangle for 25 or more faces! (min. \$800 whl)**

Fill in the line with customer name & amount of Sale

Circle the Sale Amount if you also interviewed the customer

**Circle the Face Model if she becomes a new recruit and you each earn a gorgeous RED RING!**



Name \_\_\_\_\_

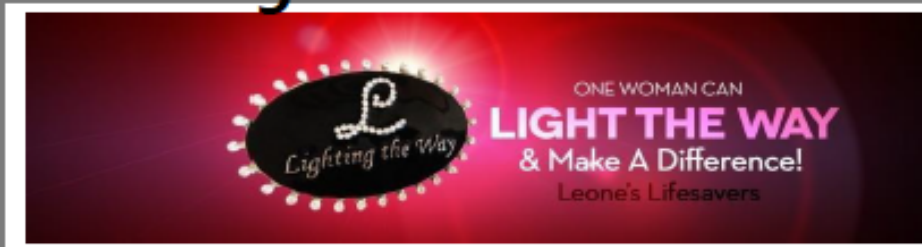
Please return to your Director by March 4th.

My wholesale order for Feb: \_\_\_\_\_

***EACH ONE REACH ONE! Each NEW Recruit gets a gorgeous Red Ring AND SO DO YOU!***



# Be Recognized at Seminar 2018



Leone Area Awards Banquet Recognition Contest Dates: July 1<sup>st</sup>, 2017 – June 30<sup>th</sup>, 2018  
Emerald Seminar July 28<sup>th</sup> – 31<sup>st</sup>

**OUR GOAL IS FOR EVERYONE TO BE ON STAGE THIS YEAR!!**



Princess Sales Court - \$10,000 retail – onstage recognition & a small gift from your NSD

Leone Sales Court - \$20,000 retail – onstage recognition & a gift from your NSD

National Sales Court - \$40,000 retail – onstage recognition at our Leone Area Banquet & a very special gift from your NSD, on stage recognition at the company's Big Awards Night, & your choice of Gorgeous Jewelry from the company & you are invited to the very elite royalty reception

Princess Sharing Court – 6 Qualified Recruits – onstage recognition & gift from your NSD

Leone Sharing Court – 10 Qualified Recruits – onstage recognition & gift from your NSD

National Court of Sharing– 24 Qualified Recruits – onstage recognition at our Leone Area Banquet & a very special gift from your NSD, on stage recognition at the company's Big Awards Night & your choice of the Gold & Diamond Bumble Bee pin or ring and you are invited to the very elite royalty reception.

**We will crown a Queen of Consultant Sales on the night of our Banquet**

ALSO RECOGNITION FOR:

\*\*All Pearl, Emerald and Diamond Stars Quarter ending June 15<sup>th</sup>  
Reco on Stage for All that Achieve the 100 Face Challenge for Mary Kay's Birthday

Director's Meeting & DIQ's on July 27, 2018

**"Additional Director Recognition"**

Head table seating at our Leone Area Banquet for Directors & Spouses achieving the \$300,000 Unit Club & above & Double & Triple Star Winners! Also reserved seating for your unit.

Also recognizing Area Directors for

Our Yearly Ms. Go Give Most Improved Director

Top 5 Directors in Unit Retail will be recognized & given an awesome & incredible gift

#1 Director will be crowned Queen of Unit Sales

#1 Director will be crowned Queen of Personal Sales

& We will have an Area Queen of Personal Recruiting

Special Recognition for all Unit Club Directors

#1 Director of Unit Recruiting

Must attend Seminar to receive your gift

# “C” a Powerful OPPORTUNITY!

## STARTER KIT PRODUCT BONUS:

Get two FREE\* vitamin C products when you start your Mary Kay business in February 2018!

**HURRY!**  
PRODUCT BONUS  
OFFER  
ENDS FEB. 28.



Within your Starter Kit is everything you'll need to start your Mary Kay business and connect with your first hostesses and customers! For only \$100,<sup>†</sup> you'll receive products for demonstration and literature that can help you on the path to success in your Mary Kay business. Plus, you'll get **TWO FREE\*** vitamin C products as a limited-time bonus: *TimeWise® Vitamin C Activating Squares™* and *TimeWise® Replenishing Serum+C®*.

Ask me, your Independent Beauty Consultant, **how to get started today!**

**MARY KAY®**

\*Limit one each of retail-sized *TimeWise® Vitamin C Activating Squares™* and *TimeWise® Replenishing Serum+C®* per new Independent Beauty Consultant. Retail-sized product in the Starter Kit is not intended to be purchased from the Company for resale and is for demonstration purposes only. As an Independent Beauty Consultant, your relationship with the Company is that of an independent contractor.

<sup>†</sup>Plus shipping, handling and tax

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses.

## NEW ESSENTIAL BRUSH COLLECTION

\$55, Includes 5 brushes:  
All-Over Powder Brush,  
Cheek Brush,  
All-Over Eye Shadow Brush,  
Eye Crease Brush, and Eye Smudger Brush



## SUN CARE AFTER-SUN REPLENISHING GEL

\$15, After a day in the sun, enjoy this cooling, refreshing, hydrating gel. Leaves skin feeling soft and silky, never sticky!



## SUN CARE Subtle Tanning Lotion

\$18, Build up gorgeous color in about a week. Glides on evenly and absorbs quickly. No streaks!

# Mary Kay

# SPRING

# Products

## NEW SATIN BODY Whipped Shea Crème



\$22, Lavish on this crème formulated with Shea butter and mango butter.

## NEW SATIN BODY COLLECTION!



\$18, Revitalizing Shea Scrub  
\$18, Indulgent Shea Wash  
\$18, Silkening Shea Lotion

# Valentine's Day Girlfriend Beauty Experience Gift

By Melinda Mercedes Balling (thanks Melinda...you are brilliant!)  
**Adapted to Beauty Experience**

Here is a wonderful way to obtain 50 new names of women to follow up with and schedule for a Beauty Experience. First make a list of 10 (or more) of your best and or favorite customers ...or POTENTIAL CLIENTS .. those women you know you want to get their opinion asap . Using the following suggested dialogue call each customer /potential and say:

"Hi, \_\_\_\_\_, this is \_\_\_\_\_, your independent Mary Kay beauty consultant. I wanted to take this opportunity to call and wish you a Happy Valentine's Day and offer you my Valentine's Special of (whatever special you might want to offer...right now I am offering the Spa Products, buy one get the second @ ½ price) speaking of gifts for special people, I have five BE Packages which include a \$10 gift certificate and a spa-like experience for you to give to any five friends or family members you choose. This will be a Valentine's Day gift from you, at no cost to you, to be scheduled at the recipient's convenience. At their Experience they can use their \$10 gift certificate towards anything in our product line. Remember, you can select up to five women who you think would enjoy some special pampering. The only stipulation is that they are over 18. If they happen to already be Mary Kay users, I will get their consultant's name and arrange to have her do the Experience. I know your girlfriends or family members will be so happy that you thought of them. \_\_\_\_\_, who would you like to choose to receive this special gift from you?"

What to say when you call her friends:

"Hello, \_\_\_\_\_, this is \_\_\_\_\_ calling. We haven't met yet but we have a mutual friend, (friend's name). I am \_\_\_\_\_'s personal Mary Kay beauty consultant and she has arranged for you to receive a special Valentine's Day Gift, Do you have a quick minute for me to give you the details? Great! \_\_\_\_\_ has asked me to arrange a time for you to receive a Beauty Experience. Your appointment will include a gift \$10 gift certificate and a Spa-like Experience. Tell me, \_\_\_\_\_, do you currently have a Mary Kay Beauty Consultant servicing you?" (if she has a consultant ask for the consultant's name and number and explain that you will give the consultant a call so that she can get back with her and schedule a convenient time for the appointment.)\* If she says No, then you can proceed with "Wonderful! \_\_\_\_\_, said you were someone very special and so I am looking forward to meeting with you and giving you an hour of pampering. What is usually best for you daytime or evening...etc... Schedule her.

Note: This "referral gift" can be offered anytime. Valentine's Day is simply one of those very special times to give the gift of Pampering!

\*Note: If she already has a consultant, call the consultant and let her know her customer was given as a referral and ask her if she would be willing to contact her and schedule an update facial and honor the gift certificate. You can then call your customer back and explain that she still has a gift she can "reassign" to someone else.



# Cindy's Celebrities



*Cindy Leone*

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## important Dates

- Feb 10** - Early ordering for New Spring Products
- Feb 14** - HAPPY VALENTINE'S DAY
- Feb 15** - Spring Look Book begins mailing for enrolled PCP customers
- Feb 16** - Spring products are available for all cons to order
- Feb 19** - President's Day, Postal Holiday
- Feb 27** - Last day to place telephone orders for February
- Feb 28** - *Deadline to Register/ Cancel/ Transfer for CC*
- Feb 28** - Last day to place on-line orders for February
- Mar 11** - Daylight Savings Time
- Mar 15** - Quarter 3 Star Consultant Ends
- Mar 16** - Quarter 4 Star Consultant Begins
- March 16** - Week One of CAREER CONFERENCE
- March 23** - Week Two of CAREER CONFERENCE
- Mar 30** - Last day to place telephone orders for March
- Mar 31** - Last day to place on-line orders for March

## ★ FOCUS ON BEING A STAR ★

Keeping STAR Consultant status as one of your first goals is going to help you reach all your other goals. Mary Kay Ash designed this very effective program to help consultants develop consistency in their business. It is a known fact, with any type of business, that **CONSISTENCY** is key to being successful!

- ★ Add-On - For every \$50 purchase, offer 50% off of 1 item
- ★ Challenge 3 friends to sell \$100 each and reward them with a lunch date (on you) or FREE products when they reach \$100
- ★ Sell discounted Gift Certificates:
  - \$175 for only \$125
  - \$125 for only \$100
- ★ Sell \$24 to 24 people in 24 hours. Do this TWICE and you'll have nearly \$1,200 in sales.
- ★ Hold a phone lottery and tell customers one lucky winner will receive their order for FREE! Sell at least \$20 to 20 customers for \$400 in sales

*Earn a totally charming charm bracelet every month!*



**K.I.S.S.**

