



# *PaceSetting Sellers*

*Darci Director*  
Sales Director  
darci@email.com  
555-555-5555

**October 2007,  
September Results**



It's gearing up now for the biggest selling months of the year. Are you ready?

## *October is a Great Month to :*

### **Hold an Open House:**

- Do it over 2 days (if you can) so more people will have an opportunity to attend.
- Schedule it from 6 - 10 p.m. on Friday and 2 - 6 p.m. on Saturday.
- Decorate your home like a gift shop and have tasty refreshments!
- Have a Husband's Suggestion Box. While customers shop for others, encourage them to choose items they would like to receive and put them in the box.

### **Hold an Early Shoppers Tea Party:**

- Invite favorite hostesses, customers and friends over for a tea party.
- Have all types of exotic teas and pastries.
- Let guests preview your new assortment of fragrance and glamour items while they relax with a cup of tea!
- The festive, relaxed atmosphere is sure to put them into a buying mood for themselves or others!

### **Give Fragrance Samplers to EVERYONE!**

- With the new fragrance sales promotion going on (see page 7), you'll need to find creative ways to sell them so, get a good number of samplers and leave them with every customer, friend, neighbor, etc.
- Offer a special discount when they purchase a full-sized version. *(If you don't like the idea of discounts, then offer them a special gift.)*

I want to help YOU make October one of the best selling months you'll have this year.

**Proud to be YOUR Director!** *Darci*

# Get Off to a Good Start!

As a new consultant, **FIRST** choose these new goal oriented plans. They offer a new Consultant a map to success by helping you reach specific goals in your first 30 days in the business.

### Profit Level

To build a good, sound business you must **REINVEST** until you are at the **\$3,600** level.

### Perfect Start

Earn your Perfect Start Pin when you hold **5** skin care classes or put Mary Kay on **15** faces in **15** days!

### Power Start

Earn your Power Start Pin when you hold **10** skin care classes or put Mary Kay on **30** faces in **30** days!

### Your Next Career Level

Be a Sr. Consultant by sharing the opportunity with at least one new team member!

We are:  **On the Grow** *Let's welcome our new members!*

### Recruit

Gloria Anderson (Decatur, GA) ..... S. McLean  
 Stella Benn (Stone Mountain, GA) ..... D. Martin  
 Vonda Durham (Decatur, GA) ..... T. Jackson  
 Courtney J. Jones (Gainesville, GA) ..... C. Banks  
 Nina W. Hines (Lithonia, GA) ..... D. Mitchell  
 Kay A. McLean (Atlanta, GA) ..... C. Robinson

### Consultant



## A Great Time to Start!

You have chosen the best time to begin your career with this wonderful company! With the Holidays right around the corner, your sales potential will be greater if you start **NOW** to build a strong customer base! Ask me what you can do to get off to a great start.

## Wholesale Orders

### Thanks for your **September 2007** Order!

Jane Doe .....	\$1,210.50	Liza Minelli .....	299.75
Laura Ingalls .....	713.00	Sarah Lee .....	293.50
Betty Boop .....	616.75	Shelly Winters .....	269.25
Rose Petal .....	583.00	Joan Collins .....	267.25
Dianna Ross .....	508.25	Ava Gardner .....	208.75
Miss Muffett .....	433.00	Leslie Caron .....	207.50
Shirley Temple .....	403.00		



### Thanks for your order last month.

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

**Thank You!**

## It's a special Celebration

### In August

### Birthday

Rhonda R. Jones .....	3
Jennie C. Marack .....	4
Rosemary Johansen .....	20
Mary Lou E. Casas .....	23

### Anniversary (years)

Arlene Stornello .....	21
Toni M. Wokosin .....	13



### How full is your datebook?

Take a look at it today and get started filling it up with at least 3 selling appointments each week for this month!



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

# Did You Know?????



November 16 -  
December 15  
**Bonus Gift**

**Crème  
Lipstick**

Receive 1 set of the new lipsticks (1 each of Berry Kiss and Rich Cocoa) when you place a **\$400** wholesale order. When your order reaches **\$600** wholesale, get 1 Mary Kay Lip Clutch. Find out more in December's edition of the

Applause Magazine.



## Be Wise With Credit Card Transactions!

During this time of year, many people use credit cards for convenience. However, you need to protect yourself from credit card fraud and use caution when accepting credit cards.

Although most of your customers would never think of purchasing from you with someone else's card, you may have a cold-call purchase made over the phone or online with people you are unfamiliar with.

### Here are some tips to help you protect yourself when accepting credit cards:

- Always ask for a second form of identification -- preferably a driver's license.
- Have the customer sign the sales ticket in front of you.
- Always check the signature against the card and the second form of identification.

**Make sure to follow these simple steps for every credit card transaction, no matter how small.**

How much do you know about Mary Kay **Trivia?**

1.

**What non-cosmetic item was in the product line when the Company opened but was dropped forever 2 years later?**

2.

**What year were limited-edition items introduced?**

*The first Consultant to contact me with the correct answer will get special recognition in next month's newsletter!*



## Social media for your business

FaceBook and Twitter can empower you to reach more women more effectively. Yet it's still important to know the guidelines that Mary Kay has for your interaction as a Beauty Consultant. Using the Digital Zone online, you can make sure you are complying with the terms of your agreement.

Visit MKIntouch and from the main menu, select **BUSINESS TOOLS > DIGITAL ZONE.**

# double up on your success!

From **October 1st – 31st**, you'll earn double credit on all Section 1 orders toward the Queen's Court of Personal Sales. You'll earn \$1 in bonus credit for each \$1 in estimated personal retail production, to a maximum of \$4,000 retail bonus credit toward the Queen's Court of Personal Sales.

FULL page worth of blank space for you to fill.

This page can be deleted each month if you do not have content to include.

FULL page worth of blank space for you to fill.

This page can be deleted each month if you do not have content to include.

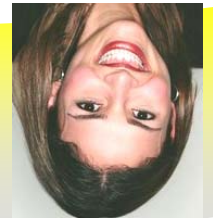
Have a Great July!



## To The Marvelous . . .

Darci Director  
Elite Exec. Sr. Sales Director  
123 Main Street  
Columbus, GA 31906  
darci@darci.com  
555-555-1212

*Pace Setting Sellers*



# The **Right Attitude** Could lead to . . . **BOOKINGS!**



NSD Sue Kirkpatrick

### **Believe that everyone DESERVES a makeover.**

- You know how good you feel about yourself and your image when you wear Mary Kay products. Wouldn't this be a great time to share with someone else who would enjoy feeling the same way?

### **Be EXCITED and ENTHUSIASTIC.**

- Sometimes family and friends may participate in a facial or skin care class as a favor. But if you approach every selling situation as

"someone doing you a favor," you'll come across as having a lack of confidence. When people see the products and services you have to offer, they'll realize that you're actually doing them a favor!

### **ASSUME every prospective customer will be interested!**

- Rather than ask, "Would you be interested in trying Mary Kay products", ask "Has anyone treated you to a makeover recently? Do you currently have a Beauty

Consultant? Then I'd like to make you a priority in my schedule and treat you to one!"

### **TURN objections into opportunities**

- If the prospective customer's objection is that she tried Mary Kay before and her skin broke out, find out how long ago it was and say "I have been looking for someone who had that problem. I'd love for you to try our new TimeWise products and give me your opinion."