Independent Senior Sales Director Karen Cole

Mone woman can MAKEOVER CONTEST

Start booking your makeovers now! First day to enter is March 8.

See how a makeover can make a beautiful difference in your customers and your community! Enter your customers' makeovers for the chance to win fabulous prizes!



Wholesale Queen



Debra Richmond \$823.25

Sharing Queen



Crystal Schaefer

February Results & Recognition - March, 2013

Selling to Today's Customers by Brian Tracy, Author & Motivational Speaker

selling is the process of helping a person sophisticated and aware of the incredible to conclude that your product or service is variety of products and services that are of greater value to him than the price you available to them, as well as the relative are asking for.

Convincing the Customer

product or service, he or she must be and they are far more careful about convinced that it is not only the best making a buying decision of any kind. choice available but he must also be persuaded that there is no better way for him to spend the equivalent amount of money. Your job as a salesperson is to Because of the rapidly increasing pace of convince the customer that all these change, down-sizing, restructuring and commitment from him to take action on them, customers today are harried and your offer.

Customize Your Sales Presentation

changed dramatically since World War II. today's customer requires a higher caliber In a way, selling methodologies are of sales professional than has ever before merely responses to customer been required. And it is only going to requirements. At one time, customers become tougher and more complicated in were relatively unsophisticated and poorly the months and years ahead. informed about their choices. Salespeople Action Exercises catered to this customer with carefully Here are two things you can do planned and memorized sales immediately to put these ideas into action. presentations, loads of enthusiasm and a First, think continually about how you can bag full of techniques designed to crush convince your customer that your product resistance and get the order at virtually or service is the very best available. Why any cost.

Treat Them With Respect

matured into the customer of the 21st effectively. Remember, your customers century. Customers are now more intelligent and knowledgeable than ever before. They are experienced buyers and they have interacted with hundreds

What is selling? In its simplest terms, salespeople. They are extremely strengths and weaknesses of those products. Many of them are smarter and For the customer to buy your particular better educated than most salespeople

omets

The Need For Speed

In addition, they are overwhelmed with work and under-supplied with time. conditions exist and then to elicit a the competitive pressures surrounding They are swamped with hassled. responsibilities, impatient, suspicious, The field of professional selling has critical, demanding, and spoiled. To sell to

does she buy or refuse to buy?

Second, upgrade your knowledge and But the customer of the 1950s has skills every day so you can sell more only get better when you get better.

You CAN do this!!

Karen

- ♦ 4-13% Personal Team Commissions
- Unlimited Unit Bonuses
- ♦ \$500 Unit Building Bonus
- Team Building Bonus \$100 per qualified new consultant
- Eligible to wear Director's Suit
- Eligible to drive Premier Club Car or Pink Cadillac
- Eligible to attend Leadership
 Conference
- Special Gifts, Recognition, Prizes & Travel

DIQ

10 + Active Team Members Rewards ~

- 9-13% Personal Team Commission
- Team Building Bonus \$50 per
- ◆ Future Director Pin Enhancer
- Eligible to earn the use of a Car
- Eligible to wear Future Director Scarf & Black Blouse with Red Jacket attire

FUTURE DIRECTOR

8+ Active Team Members Rewards ~

- 9-13% Personal Team Commission
- ◆ Team Building Bonus \$50 per
- Future Director Pin Enhancer
- Eligible to earn the use of a Car
- Eligible to wear Future Director Scarf

TEAM LEADER

5-7 Active Team Members Rewards ~

- 9-13% Personal Team Commission
- Team Building Bonus \$50
- Team Leader Pin Enhancer
- Eligible to go On-Target for Car

STAR TEAM BUILDER

3-4 Active Team Members Rewards ~

- ♦ 4% Personal Team Commission
- Team Building Bonus \$50
- Star Team Builder Pin Enhancer
- Eligible to wear Red Jacket
- \$50 Rebate on Red Jacket

Look Who's Moving Up!

Standings are updated as of February 28th — this will not reflect March orders or new team members.

Team Leaders

- Recruiter :Crystal A. Schaefer Wendy K. Roe Heather B. Schaefer Katherine A. Thomas Chris M. Toenjes Carrie Voges
- * Cindy A. Miller
- * Zoe E. Taylor

Recruiter :Audrey Snellenberger Donna E. Frederick LaWanda Karaca Nalini S. Prashad Crystal A. Schaefer Jane Warfield

* Theresa M. Crouse

Star Team Builders

- Recruiter :Paige Fleming Lynn Ansley Donna A. Lewis Cara M. Mosier
 - * Liana P. Bickerstaff
 - * Larissa N. Robinson
 - * Bria M. Simmons

Recruiter :Nilsa C. Hartwell Anne M. Long Cathy E. Schmitz Luz A. Zuluaga

- * Donna Bellefontaine
- * Bernadene J Bohemier
- * Ronette Lounds

Recruiter :Debra A. Richmond M L. Diles Pamela Risner Michelle A. Wood

- * Jill V. Boyer
- * Camille R. Harper * Heather A. Mennen

Senior Consultants

Recruiter :Liana P. Bickerstaff LaShay L. Thomas

Recruiter :Karen J. Burshnick Teresa M. Stonelake Recruiter :Kristin E. Cole Rachel M. Shields Amy T. Smith

Recruiter :Susan R. Csencsits Helen A. Holden

Recruiter :Sandy Desimone Louise Flaugh

- Recruiter :Elizabeth Funk Angel Irwin
 - * Wanda A. Anderson
 - * Kristin E. Cole
 - * Inez Gregory
 - * Amy S. Rivers

Recruiter :Wanda J. Gildig Collette M. Kehrer

Recruiter :Tabitha L. Gosnell Jennifer M. Arevalo

Recruiter :Jayne B. Lewis Karen J. Burshnick * Lisa M. Duncan

Recruiter :Ronette Lounds Bernard Ansah

Recruiter :Trina M. Morales Carolyne W. Maina * Tiffany M. Asencio * Stephanie Cano

Recruiter :Amy L. Sandifer Patti A. Selby

Recruiter :Patti A. Selby Beth A. Kimlick

Recruiter :Susan J. Smart Tracy A. Durmick Patty E. Kinnaird

Recruiter :Amy T. Smith Summer L. Kirby

Recruiter :Nancy M. Stark Amy L. Sandifer

Recruiter :Anna B. Whittaker Beth E. Clark



hank You from Mary Kay "Love Check" Commissions for Personal Team Building 9% Recruiter Commission Level A. Snellenberger \$117.16 Crystal A. Schaefer \$96.10 4% Recruiter Commission Level Jayne B. Lewis \$32.83 Nilsa C. Hartwell \$13.41 Debra A. Richmond \$10.09 Patti A. Selby \$9.09 Susan J. Smart \$8.76 Amy T. Smith \$5.60

Susan R. Csencsits

Paige Fleming

Karen Cole	\$26.96
	ghtful things you see when you wal." - Hannah More

\$4.82

\$2.14

Team Building Tip of the Month!

Whom to Look For

- 1. Enthusiastic customers.
- 2. Loyal hostesses.
- 3. Women looking for extra money.
- 4. Women dissatisfied with their current job.
- 5. Friendly, well-groomed women.
- 6. People with positive attitudes.
- 7. People who ask you questions about what you do.
- Almost anyone don't prejudge! Look for people with a need – then help fill it.

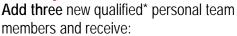


Earn your RED JACKET in time for Mary Kay's 50th anniversary celebration! March 1 - June 30, 2013

The It's Raining Red Team-Building Challenge Is On, and the Rewards Are Red-Hot!

During the contest period from March 1 – June 30, 2013, add three or more new qualified* personal team members to earn your reward for FREE! Plus, attend exciting events at Seminar to get even more great prizes.

Independent Beauty Consultants:



- A free red jacket of your choice.
- An invitation to the It's Raining Red Mingle at Seminar 2013.
- A name badge ribbon.

Add four new qualified* personal team members and receive:

- All prizes from the previous category, plus
- The Tiger-Print Scarf from the Independent Sales Director Suit Collection.

Add five new qualified* personal team members and receive:

- All prizes from the previous two categories, plus
- Black chandelier earrings.

Build Your Team and Live Your Dream!

New for Spring 2013 Limited-Edition Zen in Bloom Collection:

Your customers can be transported to Asia as their senses are delighted with pinks and inspired by beautiful blooms and a palette of bamboo greens and lacquered blues:

- Mineral Eye Color in Garden Sky.
- Lip Lacquer with Mini Retractable Lip Brush in Pink Pagoda and Chai Latte
- Nail Lacquer in Pink Bamboo and Blue Lotus.
- Purchase with Purchase Zen in Bloom Obi pouch for \$5 with purchase of \$40 suggested retail.

Limited-Edition After-Sun Replenishing Gel - back by popular demand! This ultra-light, cool blue gel replenishes moisture to sun-kissed skin.

Makeup Finishing Spray - staying power up to 16 hours.

NEW SHADES! Cream Eye Color - Metallic Taupe, Meadow Grass, Violet Storm and Coastal Blue.

Gift with Purchase - Mini Mascara and Oil-Free Eye Makeup Remover - Love your lashes with these mini, travel-sized versions in a reusable black mesh bag.

Available March 16, 2013



\$219.00

\$217.50

\$213.75

\$212.25

\$212.00

\$206.25

\$201.50

\$201.50

\$186.75

\$140.00

\$134.25

\$133.75

\$120.50

\$53.50

\$42.00

\$32.75

\$30.00

\$24.00

\$14.00

\$486.00

Debra A. Richmond Karen J. Burshnick Carrie Voges Crystal A. Schaefer Amy T. Smith Carol S. Nettles Jane Warfield A. Snellenberger Jennifer M. Arevalo Mary H. Baggett Joyce P. Landahl Susan R. Csencsits Janet T. Middendorf LaWanda Karaca Yolonda F. Blackburn Nancy M. Stark Trina M. Morales Katherine A. Thomas Beth A. Kimlick Michelle A. Wood

\$823.25 Tracy A. Durmick \$820.75 Monica A. Wilson \$611.00 Wendy K. Roe \$605.75 Christina M. Albers \$564.75 Flizabeth Funk \$473.75 Mitzi Morton \$443.50 Paige Fleming \$415.00 Cathy E. Schmitz \$379.25 Amanda K. Brinkley \$306.75 Summer L. Kirby \$291.50 Sally A. Martin \$261.50 Anne M. Long \$257.00 Helen A. Holden \$252.50 Cara M. Mosier \$251.00 Christine Eberlein \$250.00 Pamela Risner Nilsa C. Hartwell \$244.50 \$229.00 Joyce R. Stone \$227.25 Heather B. Schaefer \$219.50 Karen Cole



It's like boot camp for your brain!

- Each month there's a NEW topic where your Mary Kay mentors share their tips and experience.
- Watch the 20-minute class when it's convenient for you 24/7!

Hungry for more?

- There's also a live-chat.
- Follow-up presentations.
- ♦ Blogs.
- Supplemental reading.

Find The Power Class of the Month on InTouch[®] under the Education tab.



Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

	Consultant	YTD Retail	Bonus & PCP	Total
1	Karen J. Burshnick	\$10,036.50	\$160.00	\$10,196.50
2	Wanda J. Gildig	\$5,754.50	\$140.00	\$5,894.50
3	Debra A. Richmond	\$5,492.00	\$120.00	\$5,612.00
4	A. Snellenberger	\$5,059.50	\$120.00	\$5,179.50
5	Amy T. Smith	\$4,938.50	\$60.00	\$4,998.50
6	Crystal A. Schaefer	\$4,688.50	\$275.00	\$4,963.50
7	Joyce R. Stone	\$4,478.00	\$60.00	\$4,538.00
8	Janet T. Middendorf	\$3,906.00	\$40.00	\$3,946.00
9	LaShay L. Thomas	\$3,936.00	\$0.00	\$3,936.00
10	Patti A. Selby	\$3,661.00	\$60.00	\$3,721.00

	opsin	eam Buil	ding
Recruiter		New Team Mbrs	YTD Comm
1	Kristin E. Cole		\$94.67
2	Liana P. Bickerstaff	1	\$72.72
3	Trina M. Morales	1	\$72.00
4	Crystal A. Schaefer	1	\$54.99
5	Nilsa C. Hartwell	1	\$43.41

SHARING THE OPPORTUNITY Private Marketing Event March 2013 Only Success Stories- Ordinary Women Doing Something Extraordinary



Get your name in a genuine COACH handbag drawing. Every participant gets a FREE GIFT. It takes 40 surveys to give the Coach Bag away. 30 for the Coach wallet 20 for SkinCare Set



Cheryl Warfield National Sales Director 641-715-3900 807486

Multi-Millionaire.

Was a substitute teacher with children and high Debt.



Tanya King– Lee Top Sales Director 641-715-3900 12076#

Nurse– and Tom Boy! Masters Program Very Busy yet moved up quickly.



Auri Hatheway National Sales Director 641-715-3900 862315

Corporate background moved up quickly



Beth Piland Executive Senior Sales Director Million Dollar Director 530-881-1099 860538

Wife of a Pastor Family Oriented



Pamela Shaw National Sales Director 212-990-6415

MK Multi-millionaire Educator Single Mom



Sylvia Kalicak National Sales Director 641-715-3900 20332

Single Mom Listen in Spanish

HOW TO GET YOUR NAME IN THE DRAWING.

- DECIDE on date and specific time to do the survey questions with your consultants Mentor. Plan on 20 minutes. Your Consultant will coordinate this with you. Many are participating and it may be hard to reschedule so please try to stick to the plan you and your consultant created.
- Select 1 or 2 recorded messages to listen to. Please listen for content as this will help you answer the survey questions. Feel free to ask questions during your survey time. MK is a safe place to be curious.
- Have fun with this! You are not obligated to be interested in the opportunity for yourself only to listen thoroughly and answer survey questions. Getting the true Mary Kay income story is so interesting.

Fim for the Stars!

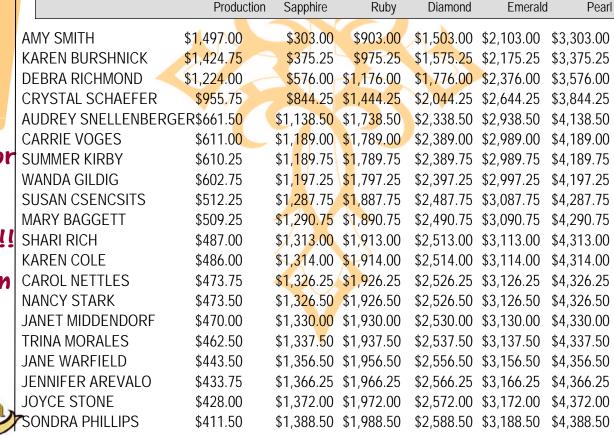
On-Target \$tar Consultants!

December 16, 2012 - March 15, 2013

Current



Shoot for STAR this Quarter!! YOU Can Do It!!





Consultant Name

Cole's Comets Et's Upart I WW... Let them in!

-Wholesale Production Needed for Star-

These sharp, ambitious, successful women are waiting for you to share your products and your opportunity. What are you waiting for? It's YOUR turn. It's THEIR turn, let them come in - Melinda ... 5 DIQ's in the Cole Comets Unit? Yes!

NAME OF CONSULTANT

LEADERSHIP INTENDERS SHARING THE OPPORTUNITY Private Marketing Event March 1-March 31 "HOW TO"



Sometimes you just need a "leg up"... right? Well this fun quick burst of SHARING will LIFT you UP into a much much higher position! Could you get excited about that? ARE U Ready Right Now? Great. Follow these instructions and Talk with your Director DAILY during these 20 days. Txting is also is fine.. So you and She can Maximize this experience to your benefit. First lets get the benefits of jumping into this program and finishing it with victory.

- A. More bookings
- B. More sales
- **C.** More experience
- **D.** More confidence
- E. More team members
- F. More fun as you give the winning name a great gift.
- G. More cash bonuses from duplicating yourself.
- H. More POSITION Future Director, DIQ, On Target Car?
- I. More Success right now.. No waiting. Ahhh that sounds great.
- ⇒ Step 1 Decide which is your target gift to give to those who are participating in your personal marketing project— This will determine both the number of sharing participants you need as well as the position you will achieve as a result. Decide RIGHT NOW that you will be a FINISHER of this project at one of the levels.
- ⇒ Step 2- Understand the process! U will be in charge of coordinating when your prospect is going to listen and when she will be doing the survey with your Director. Similar to coaching a hostess right? If they don't follow the directions you can't give them credit and you won't get the recruiting ratio you want and need.
- ⇒ Step 3- Get clear on the small gift YOU will give each participant depending on her choice. I would do eyeshadow for listening to a recording + doing a survey with you. A \$10 item for a group session. And a \$15 item for a one on one with your Director. It's up to you. Use what you have on hand.
- ⇒ Step 4 Give your goal to your Director. Make it Public.. Put some positive pressure on yourself. Without the positive pressure you can easily settle and slide back to ?..yuk right?
- ⇒ Step 5-Get your conversations clear in your mind. You will want a conversation to use at your parties and individual facials. You will also want a phone conversation for contacting and enrolling participants in this project. Think outside the town (state you live in



project. Think outside the town/state you live in.

⇒ Step 6-Get yourself psyched up about this and support your focus in many ways. Write down your goal everywhere. Make up a new affirmation just for this project. "I am lifting myself up to a new position right now because I'm READY RIGHT NOW be a Director.. Etc" ⇒ Step 7– You will get a gift for being a Finisher of this project. At every level there is a reward for you. Stay the course, don't give up, don't give in. Be a Starter and Finisher!



Name and CELL #	Date and method ie " <u>recording+ survey</u> , group with Dir, phone 1 on 1 or phone group"	Yes Or no?	Name and CELL #	Date and method ie "recording+ survey, group with Dir, phone 1 on 1 or phone group"	Yes or no?
1			21		
2			22		
3			23		
4			24		
5			25		
6			26		
7			27		
8			28		
9			29		
10			30		
11			31		
12			32		
13			33		
14			34		
15			35		
16			36		
17			37		
18			38		
19			39		
20			40		



LEADERSHIP INTENDERS SHARING THE OPPORTUNITY Private Marketing Event March 1 2013 SURVEY For Directors to USE **CONSULTANT..** Be sure to inform your "listener" that after hearing the recording they need to go over survey questions with your mentor in order for you to have her listed on your count for the GIFT! Remind them they are not obligated in any way. "This is just information"

Name _

Name of Consultant

Date you Listened to Career Information?

Name of Person On Recording who Shared Career Information

Password at the end of the recording_

SURVEY

- 1. Thank you for participating.. Do you know the goal of your consultant in this project? (20, 30 or 40? That she is moving into a top leadership position?)_____
- 3. What impressed or surprised you the most about the New Mary Kay Business Opportunity?_____
- 4. How confident do you think the speaker was about her financial future and why?_____
- 5. If Time and Money were not an issue What would you envision your life to be like 1year from now? You know like any big dreams tucked away or passions you'd love to pursue?
- 6. If I only had 5 minutes to tell you the details of how we make our money or other facts about this business, what would you want to know.?

Offer the opportunity to go over the income package right now.. Just a few more minutes and that would give her a complete understanding of exactly how we earn income.

- 7. Did you know the starter kit was just \$100 and that you receive \$410 in product and that just for this private event all new consultants get a \$50 product bonus from (susan's) mentor" something valuable to new consultants that does not come in kit!??
- 8. If you were to open a Mary Kay business, what qualities do you have that would help you be successful?_____
- 9. With the proper training do you feel like you could learn this business?
- 10. Are you at a time in your life where you'd love to make a change for the better?
- 11. Well then tell me (name) is there any reason why you wouldn't want to go ahead and submit the paperwork to the company for approval, I think you'd be great. (soft on the great). 1 12. Close with next step (orientation plan, income package if not done? Another recording? A final decision with in 24 hrs? with another gift?



Minimum 2 new team members to WIN.

My daughter Kaitlyn's Surpise Sweet Sixteen Bday Party

Guest events in Baltimore





April 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	2 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	3	4	5	6
7	Priority Awards Seminar 2013 Registration Open Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	Q Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	10	11	12	13
14	Last day to enroll online for Summer Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	16 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	17	18	19	20
21	22 Monday night unit meeting 1007 Beards Hill Rd., Aberdeen, MD 21001	23 Unit meeting Comfort Inn 8801 Loch Raven Blvd Towson, MD 21286	Administrative 24 Professionals Day	25	26	27
28	Midnight CST cutor for Consultants to place phone order: Monday night unit meeting 1007 Beards	ff 30 Last working day of submit online order: Agreements accept	the month. Consultants s until 9 pm CST. Online ed until midnight.	comes a	reat leap forwar fter you have m	ade a clear



Birthdays Jayne B. Lewis Bernadene J Bohemier Linda S. Koska Rachel M. Shields Lisa M. Fournie Teresa M. Stonelake Rindi K. Correlli Elizabeth Funk Rebecca D. Gray

Hill Rd., Aberdeen, MD

21001



decision of some kind." ~Brian Tracy

Anniversaries Years Helen A. Holden Collette M. Kehrer Karen Cole Helen T. Stevens Amanda K. Brinkley Donna Bellefontaine Toni M. Carmichael Linda S. Koska Lori S. Bartlett Lisa M. Roseman Wanda A. Anderson Trina M. Morales Michelle D. Jordan Rachel M. Shields Bernadette D. Rupp Melissa L. Suprik



24

20

20

12

10

10 9 8

5 3 2

2

2

1

1



Cole's Comets

Sr. Sales Director 2027 Knotty Pine Dr Abingdon, MD 21009 <

Phone: 410-459-3766 kcolemkay1@verizon.net Email: Website: http://www.colescomets.com/

Check out our new website http://www.colescomets.com

To the Incredible...

Highlights this Month:

February Results, March, 2013

- Quarter 4 Star Consultant Quarterly Contest (March 16 - June 15, 2013)
- Class of 2013 Offspring Challenge Begins (through July 1, 2013) One Woman Can Makeover Contest



(March 8 - May 10, 2013) It's Raining Red Team-Building Challenge (March 1 - June 30, 2013)



Words of Wisdom

If there is a lesson in life to be learned from a trying experience, it is: Don't let problems that are out of your control get to you. Instead of panicking, look at the humorous side. Every woman should attempt to do this, no matter how stressed out she is. We have to take life in stride,

one step at a time. As long as we can laugh and stop treating difficulties as disasters, everything will be just fine.

~Mary Kay Ash







Diamond: July 21-24 Ruby: July 24-27 Sapphire: July 28–31 Emerald: July 31-Aug. 3 Aug. 4-7 Pearl:

One Woman Can[™] Seminar 2013 promises to be a historical, spectacular, overthe-top Mary Kay event of the year! You'll get an extra dose of glitz, glamour and an allaround infusion of excitement!