



Year of Our Dreams



2017 Seminar Embrace Your Dreams \$600 Wholesale February



Wanda Orr



Daniele Languillat



JoAnn Moore



Fern Scott



Kristi Armstrong



Bobbie Adams



Sara Torres



Linda Bennett



Earn Your March bracelet with your \$600 w/s order!



2016 – 2017
ISD Suit Collection



SENIOR SALES DIRECTOR

Gloria Evans

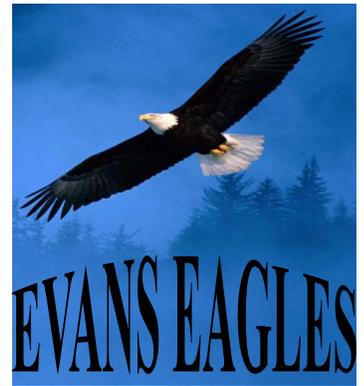
1st Line: Anne Louise Goodman

1st Line: Lisa Monforte

2nd Line: Nancy DeFina

2nd Line: Cherie Clarkson

2nd Line: Dana Cornalino



Spotlight on Team Builders!



Future Directors

Recruiter :Judy A. Ponzio

Lita Abella
Hilda Beckman
Christine M. Buege
Stephanie Delgadillo
Lisa M. Grier
Sara M. Houser
Sheri Marcus
Sara M. Torres
JoAnne Wallar
* Edie Bernstein
* Linda A. Consolo
* Joyce Luck
* Margaret G. Prado
* Carrie Stearns
Kim E. Reisman

Team Leaders

Recruiter :Bobbie Adams

Doris A. Bartelli
Patricia Beecham
Ms. Len Eastwood
JoAnn Moore
Colleen Nelson
Sandy Phillips
* Kym Adams
* Bonnie Medeiros
* Cindy D. Montoya
Janice L. Lawson

Recruiter :Linda Bennett

Sharon D. Farmer
Reba N. Guthrie
Nancy Neal
Jeanine M. Redman
Lynda K. Reed
Barbara A. Adair

Team Leader

Recruiter :Vickie Spurling

Susan A. Burgess
Cathy L. Carter
Denise G. Pugsley
Fern E. Scott
Lisa M. Wallin
Amy L. Winkles
* Amy L. Ellis
* Yonnia D. Martin
* Christina Sochalski
Leslie D. Erdman
Theresa G. Simerley

Senior

Consultant

(1-2 active team members)
4% Commission

Star Team Builder/

RED JACKET

(3+ actives)

Sr Consultant benefits
plus Red Jacket Rebate
Eligible for \$50 Bonuses

Team Leader

(5+ actives)

All the previous
benefits plus
9-13% Commission
Team Leader pin

Star Team Builders

Recruiter :Wanda J. Orr

Cheryl M. Hale
Sonia D. Johnson
Kay Provonsha
* Dianna L. Blackburn
* Joan B. Taylor
Janice M. Overall
Georgine Skipper

Recruiter :Jeanine Redman

Elizabeth W. Goodwin
Wanda J. Orr
Jennifer L. Redman
Marilyn M. Grissom

Senior Consultants

Recruiter :Kristi Armstrong

Heather N. Hayes
Sheila M. Mathis
* Danielle R. Evans
* Sarah Herr
* Amber Olinger
* Debbie S. Ray
Lindsey Armstrong
Linda A. Hughes
Ashley Kaye Reynolds

Recruiter :Alejandra Cedeno

Ruth Beltran

Recruiter :Gail Esfahaniha

Nancy Aguilar
Mary G. Thompson
Silvia C. Diaz
Thanh Le
Jeanette Orefice

Recruiter :Karen L. Hein

Tonya Culpepper
Bryn R. Dean
* Rita Stegmaier
Laurel Aaker

Recruiter :Bonnie Medeiros

Nancy S. Chiatovich

Recruiter :Laura Montes

Gloria Romero

Recruiter :Colleen Nelson

Judi B. Moore

Recruiter :Sara M. Torres

Gail Esfahaniha
* Tasha D. Carr
* Laura Montes
Dulce Bresson
Courtney B. Demolay
Patricia Joye-Garcia
Mallory Olivarez
Liz Olson
Alison M. Sommer

On-Target for Car!

(5+ actives and \$5,000
wholesale growing to
14 actives and
\$20,000 in 4 months or less)
Eligible to earn use of
Career Car or \$375
cash monthly for 2 years PLUS all
Benefits of previous Levels

Director in Qualification

(10+ active growing to 24 in 4
months!)

\$18,000 w/s production needed with
a minimum of \$4000 w/s each
month . Eligible to become Director
and earn Unit Commission and Unit
bonuses—Eligible to wear the
exclusive Director Suit.



Year of Our Dreams



IT'S TIME FOR APRIL SHOWERS BRING MAY FLOWERS

The countdown is on! Only three months left in this Seminar Year! Yet, there is still time to meet your goals! Focus, determination, and effort will get you there! Remember that this is a company created from a dream. So, Dream BIG, work hard, and **RUN through the finish line**. Let's plan now to celebrate your victory on June 30th. What does it take to get in that red jacket...on target for the Chevy Cruze...into directorship? **Faces, faces, faces....it all starts with faces!** Remember there is nothing wrong in your business that a few skin care classes won't fix! Book now! How about doing 30 New Faces in 30 days??, a Perfect Start? Or a Power Start in April?

Will you earn your **April Embrace Your Dreams bracelet?** Aim high and achieve the **Dream Big in Big D Seminar 2017 prize party at Gilley's** where you will receive the special **Seminar Embrace Your Dreams bracelet*** which encourages you to follow **Mary Kay Ash's lead and "Do It Now."** (*achieve March, April, May and June Embrace Your Dreams Challenge)

The **Summer Look Book** enrollment is March 16—through April 18th. "I love the personal touch that the Preferred Customer Program offers - a beautiful catalog delivered to my customer's door, samples that entice, my personal message - and the wonderful connection when I call them!" - **Patricia Toney, Independent Sales Director**

Following up with your customers is one of the keys to success with the Preferred Customer ProgramSM. Contacting your customers 7 to 10 business days after **The Look** begins mailing is always a great way to share your enthusiasm about new products. Combined with your customers' excitement, it could mean increased sales and more success for you!

Let's set our goals for these final months, give it our all and reap the benefits of our work—what a blessing this business is! **It is you that determines your paycheck**—why not set your goals high?

DREAM BIG! You can have it all!

Love & Appreciation

Gloria

**12 STAR TEAM BUILDERS
FREE CAR DRIVERS
NEW DIRECTORS**

SEMINER 2017 RETAIL



WE'RE  **ALL IN!** 
#teamMK



Seminar 2017



Bobbie Adams



Wanda Orr



Sara Torres



Kay Provonsha



Kristi Armstrong



Seminar 2017 COURT OF SALES

1	Bobbie Adams	\$20,821.50
2	Wanda J. Orr	\$14,282.00
3	Sara M. Torres	\$13,530.50
4	Kay Provonsha	\$11,652.50
5	Kristi R. Armstrong	\$10,676.00
6	JoAnn Moore	\$10,093.70
7	Colleen Nelson	\$8,525.00
8	Karen L. Hein	\$8,502.00
9	Patricia Beecham	\$8,379.00
10	Vickie L. Spurling	\$8,052.60



QUEEN'S COURT OF PERSONAL SALES

Choice of one



*Sell just \$833 per week
\$1666 w/s per month =
\$20,000 w/s or \$40,000 Retail*

QUEEN'S COURT OF SHARING

Choice of one



24 Qualified Team Members
**Qualified: \$600 w/s order*

Thanks to the following consultants for working their business and placing an order in FEBRUARY

Name	Amount
Wanda J. Orr	\$768.25
Daniele Languillat	\$763.50
JoAnn Moore	\$647.25
Fern E. Scott	\$612.50
Kristi R. Armstrong	\$609.00
Bobbie Adams	\$602.75
Sara M. Torres	\$600.50
Linda W. Bennett	\$600.00
Sharon D. Farmer	\$490.00
Patricia Ascencio	\$438.00
Susan A. Burgess	\$419.00
Colleen Nelson	\$410.00
Karen L. Hein	\$403.50
Doris A. Bartelli	\$401.50
Denise G. Pugsley	\$398.50
Wilhelmina G. Mouat	\$369.50
Patricia Beecham	\$338.75
Judi B. Moore	\$280.00
Vickie L. Spurling	\$277.75
Karen Colacino	\$253.50
Nancy Aguilar	\$250.00
M. Magalee-Hutter	\$247.90
Paula D. Schraven	\$237.50
Geraldine N. Garcia	\$234.50
Sara Q. Duran	\$234.00
Sheri Marcus	\$232.00
Stephanie Delgadillo	\$231.00
Sonia D. Johnson	\$231.00
Heather N. Hayes	\$227.50
Reba N. Guthrie	\$225.00
Ms. Len Eastwood	\$225.00
Fonda L. Petronzio	\$123.00
Kay Provonsha	\$118.75
Gail Esfahaniha	\$72.50
Judy A. Ponzio	\$47.50
Bryn R. Dean	\$44.00
Jeanine M. Redman	\$26.50
Elizabeth W. Goodwin	\$19.75

FEBRUARY QUEENS

Queen of Wholesale Wanda Orr



Queen of Recruiting Position Open



RECRUITER COMMISSIONS

13% Recruiter Commission Level

Bobbie Adams \$262.93

9% Recruiter Commission Level

Vickie L. Spurling \$128.70

Judy A. Ponzio \$95.72

Linda W. Bennett \$66.74

4% Recruiter Commission Level

Jeanine M. Redman \$31.52

Wanda J. Orr \$13.99

Colleen Nelson \$11.20

Gail Esfahaniha \$10.00

Kristi R. Armstrong \$9.10

Sara M. Torres \$2.90

Karen L. Hein \$1.76

Embrace Your Dreams

March: "Reach for the moon!" Continue making this the Year of Your Dreams by earning this ninth stackable bracelet, and set your goal to earn the rest!

WE'RE 
ALL IN!
#teamMK



**Yours with your \$600
w/s order in March**

MARY KAY

Let's have a record number of winners and Seminar attendees! Book classes, master your skin care class using the Skin Care Class instructional video in your Monday "What's Happening" email.....**BOOK, SELL, RECRUIT**
Get excited about your business!!
BUILD RELATIONSHIPS.....BUILD YOUR FUTURE!



Embrace Your Dreams Seminar Challenge March 1 – June 30, 2017

Your All In success can fuel the Year of Your Dreams, and now you can show that commitment at Seminar. You can qualify to earn an invitation to the Dream Big in Big D Seminar 2017 prize party at Gilley's where you will receive the special Seminar Embrace Your Dreams bracelet which encourages you to follow Mary Kay Ash's lead and "Do It Now." You will earn these two wonderful rewards if you are:

- An **Independent Beauty Consultant or Independent Sales Director** who achieves the *Embrace Your Dreams* Challenge in March, April, May and June.
- A **NEW Independent Beauty Consultant** whose Independent Beauty Consultant Agreement is received and accepted by the Company in the months of March, April or May and who achieves the *Embrace Your Dreams* Challenge in the month her Agreement is accepted and each of the following months during the contest period. New Independent Beauty Consultants with Agreements received and accepted by the Company in the month of June are not eligible.

To find out more about this exciting challenge, visit *Mary Kay InTouch*[®]. Get ready to show off your new bracelet at Seminar 2017!



MARY KAY
SEMINAR
2017



Spring Portfolio



See all Portfolio pages at our unitnet website:

www.unitnet.com/gevans

Left main menu: Model Portfolio

What is It?

The MODEL PORTFOLIO. The single most successful tool for meeting new people & finding new business! *"I couldn't help noticing you..... Is there any reason why you couldn't be myFace Model? I would love to feature you in my Portfolio"*

1. A Model Book using the **4 Color 101 Looks each season** this year from July 1st to June 30th (Seminar Year).
2. **13 Models per Look** (13 X 4 Looks = 52 Models per quarter.)
(This breaks down to 18 faces a month, single, or 4 shows a month! Everyone can do this, even the VERY part time consultant! HOOOORAYYY!)
3. **52 Models X 4 Quarters = 208 Models.**
4. Average Customer (over a year) spends **\$350.**
5. 208 Models X \$350 = **\$72,800 in Retail Sales for the Year Average!**

What supplies do you need?

1. Models! Hostesses! Models! Hostesses! Models!
2. A **LARGE** 3-ring Binder filled with the "Before & After" pages
(Ideal: 52 total models per quarter! – part time consultants fit into your schedule)
3. Color 101 Look cards for your models to use.
4. Model Certificates ~ see website for doc#
5. Guest Meeting Confirmation ~ see website for doc#
6. 17 Faces Tracking Sheet ~ see website for doc#

Consultant IPA - Income Producing Activities

Name _____ Month _____

Do you want results from your Mary Kay Business? Then **concentrate** on these income-producing activities on a weekly basis.

- | | | |
|---------------------------------|---|--|
| A - Skin care class | D - Personal team-building interview | G - 7 new contacts/referrals |
| B - \$100 in sales | E - Guest to meeting | H - 2 new bookings (class/facial) |
| C - Every 2 facials held | F - Follow up after marketing call | I - 1 new team member |



What's your goal? _____

Consultant Part Time
Complete any 10 activities

Consultant Full Time
Complete any 15 activities

Driving Free
Complete any 20 activities

DIQ-Director
Complete any 35 activities

Make copies of this sheet. Write the letter of each activity as you complete it. You will probably do some activities more than once.

Week 1

1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

Week 2

1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

Week 3

1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

Week 4

1	16
2	17
3	18
4	19
5	20
6	21
7	22
8	23
9	24
10	25
11	26
12	27
13	28
14	29
15	30

Did your activities support your goal this week? How does this week compare to last week?

NSD Lisa Madson Script

Booking Classes from Classes

Memorize the booking approach that I used to be on the National Court of Sales the first two years I was in Mary Kay.

Individual consultations are a MUST! Ask each person the following questions:

1. Did you have a good time today?
2. How does your skin feel?
3. What part of the Timewise Set or Miracle Set did you like best?
4. What would you like to take home with you today?

FIRST: If the customer replies, "The Timewise Set," or a collection that contains the Timewise Set, say, "Is there any reason why you wouldn't want to share your check-up facial with a couple of friends?"

If the customer says, "I'd like to have a class," then say, "What is better for you, the beginning of the week or the end of the week?"

If she says, "I'm too busy," or "I don't have any friends," or gives a different objection, say, "Let me tell you how I handle my check-up facials. If you choose to share it with a couple of friends, I'll come to your home at your convenience or you can have it at my home. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on Monday Nights at 6:00 p.m. What would be better for you, Monday night at my Success Meeting or at your home or mine with a couple of friends?"

If she chooses to come to your Success Meeting, she can stay for the meeting and be a model or she can leave after her facial. The other option would be to hold second facials at your home at specific times during the month. I would suggest that you not run around the country giving second facials to one person at a time.

If she says, "Do I have to have a second facial?" You say, "No, you don't have to have one, but our products are guaranteed. That is why we recommend a second facial."

At this point, PAUSE. Don't say anything else. If she doesn't want a second facial, that is fine. You won't want to create a feeling of frustration in your customer. You want this customer for life. If she doesn't care to have a second facial, say, "That's not a problem at all. I will assume your products are working fine unless you call me and tell me otherwise." Of course, you will still want to follow up with her to make sure she is happy with her products and continue to service her like a great beauty consultant would.

SECOND: If the customer's response is to purchase a lip gloss or products other than the Timewise Set, collect their money and say, "If you could get the Timewise Set or the Miracle Set for little or no money, would you use it?" If she says, "Yes," you say, "I have a really great way for you to win the Timewise Set or a portion of it, and, with your permission, I would love to tell you about it. All you need is two other people besides yourself and it counts as a skin-care class. The way it works is that you will get 10% of what everyone buys that day in free products. For example, on a \$300 Class you'll get \$30 free. If one of your friends books a class, you'll get 15% which would be \$45 in free products on the same \$300 class. If two of your friends book classes, you'll get 20% for free which is \$60 for free. That would more than cover the cost of your Timewise Set. Is there any reason why you wouldn't want to get a couple of friends together and get your products for free?"

Afraid of Being "Pushy?"

By Sue Rusch

Are you reluctant to ask? Many direct sellers share a common fear: reluctance to ask, for fear of being labeled "pushy." When I was in the business of doing home parties, I had an interesting interaction with one of my hostesses. What you learn from this experience may help you to shift your thinking. When you think differently, you will act differently.

At the conclusion of a show-closing phone call (wrapping up details and finalizing all orders) a hostess asked me a powerful question: "Sue, are you open to a few constructive remarks?" Sales at her show exceeded \$1,000, so her opinions were important to me. I quickly replayed her show in my mind, trying to guess at what she had to say. Even though I was bracing myself for her comments, I responded by saying "of course, there's always room for improvement!" She said, "I am disappointed that I didn't get more bookings. I think it's because of the way you approached bookings, and I know some of your other hostesses have felt the same way. We've talked about it. You told everyone about booking, and what they would earn for hostessing. You told of the fun of a party and how easy it is to be a hostess. But you never talked to people as individuals and told them how much you would really like to work with them. No one really got the impression you wanted them to book a show with you. No one felt personally invited."

I was surprised to hear this! After all, I consciously adopted a "hands-off" approach because I took pride in running my business in a professional manner, without being pushy. This hostess and I went on to talk about what it might look like if I asked each of her people. I asked her how she would feel if I had asked each guest, and she responded by saying "my sister-in-law came wanting to book a show, but you never asked her so she didn't book. It would help you and your hostesses if you let each guest know you'd like to work with them. If you seemed more interested in them as individuals, not just as part of a group." We had a healthy discussion about the limits of being "too pushy" with guests. We talked about ways to let guests know we really want to work with them. We discussed the warmth that comes with talking with people one-on-one instead of as a group. This powerful feedback was coming from a very successful hostess who felt disappointed that I didn't personally approach her guests. She didn't feel that it would have been "pushy" for me to talk to her guests. She would have appreciated it if I had asked. What, then, is the difference between asking and being pushy?

Here are some thoughts on "pushy":

"Pushy" says that we are going beyond our client's interest level. No one feels comfortable when a salesperson continues to sell long after the client has made it clear that there is no interest. Is it pushy to assess a client's interest level by asking a question? I don't think so. Furthermore, "pushy" implies that we are promoting something that is not of value. It implies that we benefit from the sale but our client does not. Most direct sellers are involved because of a passion for their products. Are you "pushing"? Of course not. What's the worst that could happen if you ask? Your client says "no." What's the best that could happen? Your client says "yes" or "maybe." Think of what you could do with your business if you had more leads to work with. Think of all that you have to offer. Ask! Here are a few ways that you can ask:

- ◆ You had fun tonight, didn't you?
- ◆ Have you thought of hosting a show in your home?
- ◆ I can tell you love our products. Wouldn't it be fun to share them with your friends?
- ◆ Would you like to know more about hosting a show?
- ◆ I noticed that you are amazingly fired up about our products.
- ◆ Have you ever thought about doing what I do?

*The input from my \$1000 hostess was invaluable.
The key to sharing your enthusiasm for your company,
your products, and the career opportunity is this:
ASK!*

PRESTIGE BRANDS, EXCEPTIONAL AGE FIGHTING

Mary Kay TimeWise
Repair Volu-Firm



- Foaming Cleanser (4.5 oz).....\$28.00
- Lifting Serum (1 oz).....\$70.00
- Day Cream Sunscreen **SPF 30** (1.7 oz).....\$52.00
- Night Treatment with Retinol (1.7 oz).....\$52.00
- Eye Renewal Cream (.5 oz).....\$42.00

Sold Individually.....\$244.00

Sold as a Set.....\$205.00

 Add Mary Kay's Volu-Fill Deep Wrinkle Filler with retinol and encapsulated hyaluronic acid.....\$45.00

Estee Lauder
Re-Nutriv



- Hydrating Cream Cleanser (4.2 oz).....\$55.00
- Ultimate Lift Age-Correcting Serum (1 oz).....\$230.00
- Radiant UV Base **SPF 60** (1 oz).....\$65.00
- Ultimate Lift Age-Correcting Crème (1.7 oz).....\$275.00
- Ultimate Lift Age-Renewal Eye Crème (.5 oz).....\$150.00

Sold Individually.....\$775.00

Lancome
Absolue
Premium BX



- Advanced Creamy Foam Cleanser (4.2 oz).....\$57.00
- Absolue Sublime Oleo-Serum (1 oz).....\$185.00
- Absolue Replenishing Cream **SPF 15** (1.7 oz).....\$160.00
- Absolue Ultimate Night BX (1 oz).....\$175.00
- Absolue Eye Premium BX (.5 oz).....\$100.00

Sold Individually.....\$677.00

Clarins
Super Restorative



- Gentle Foaming Cleanser (4.2 oz).....\$25.00
- Super Restorative Serum (1 oz).....135.00
- Super Restorative Day Cream **SPF 20** (1.7 oz).....\$117.00
- Super Restorative Night Cream (1.7 oz).....\$125.00
- Super Restorative Total Eye Concentrate (.5 oz).....\$83.00

Sold Individually.....\$485.00

Elizabeth Arden
Prevage



- Anti-Aging Treatment Booster Cleanser (4.2 oz).....\$49.50
- Intensive Repair Daily Serum (1 oz).....\$230.00
- Moisture Repair **SPF 30** (1.7 oz).....\$129.00
- Overnight Cream (1.7 oz).....\$136.00
- Repair Eye Serum (.5 oz).....\$130.00

Sold Individually.....\$674.50

Prices for comparison only. Prices according to retailers August 2014.

You do the math. The best-selling, anti-aging skin care brands in the nation. Compare Mary Kay's TimeWise Repair Volu-Firm line...SAME results, very different price.

Created by SD Tiffany Noel Taylor



Check in at your
Unit site
www.untinet.com/
gevens for news,
motivation, great
ideas.
Sign the guest
book so I know
you were there.



*Florida Evans,
Senior Sales Director
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909-527-3912
909-549-6451 cell
gevens2@marykay.com*

Consistency Club
07/16—06/17



When you place your 275+ wholesale order for three consecutive months, you will receive the beautiful Earrings! You will receive the gorgeous Sterling Silver carved wide band for your second 3-month 275+ wholesale orders, the Antique Silver Stone Necklace the third, and on the fourth 3-month period, you will be styling with the Exotic Skin Cuff Watch!!

SUPERSTAR CONSISTENCY!

When you place \$650+ wholesale order for three consecutive months, you will receive an ultra METRO CHIC fashion bag!!
Each Quarter will feature a **NEW DESIGNER BAG!!**

You must place an order each month and must average \$275 or more, and \$650 or more for the 3-month calendar period.

Just Do Your Best.... God will do the Rest!



CONSISTENCY CLUB
2nd Qtr Oct., Nov., Dec

Earring Winners

- Kristi Armstrong
- Miriam Magalee Hutter
- Colleen Nelson
- Wanda Orr
- Vicki Spurling
- Sara Torres
- Marcy Melendez
- Kay Provonsha
- Bobbie Adams**
- Karen Hein**
- JoAnn Moore**

Sterling RING Winners

- Kay Provonsha**
- Vickie Spurling**
- Sara Torres**

Designer Bag

- Bobbie Adams
- Marisa Nix
- Marisa Nix**
- Rosie Pasos**
- Wanda Orr**