

Independent Sales Director  
June Christoff

Unit Goal: Fabulous 50 Club



# Joyful Champions Unit

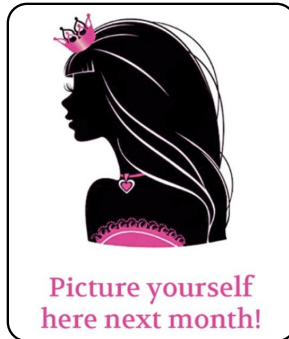
Newsletter May 2024

Results - April 2024



Queen of Retail Sales - YTD

Jurmin  
Francis-Ross



Queen of Sharing - April

Who will it be next month?



Queen of Wholesale - April

Jurmin  
Francis-Ross

Come along for the  
ride of your life!



## STEPPING UP ROCK IT IN RED!

Who is our next red jacket?







### Soar Like Never Before Prize

This silver-tone butterfly bracelet can be yours when you achieve the *Soar Like Never Before* Challenge in May. Featuring a sliding lock on an elegant bar chain, this sparkling bracelet classes up any outfit.

### Uphold your vision!

Create a natural transition into another element of the vision: inspiring others to take hold of an empowering opportunity that fits their lives.



Each month during the 2023-2024 Seminar year that an Ind. Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she can earn a monthly piece from the *Soar Like Never Before* Collection.



### MEDAL IN MAY GOLD MEDAL CHALLENGE

#### May 1–31

It's time to pave a golden road to Seminar! The Medal in May Gold Medal Challenge promotes team-building and the importance of sharing the Mary Kay opportunity.

Ind. sales force members can earn a Gold Medal charm and charm bracelet when they:

- Achieve a Gold Medal in May 2024. (add 5+ new personal team members whose Agreements are received and accepted by the Company in May 2024.)
- Attend Seminar 2024.

## STAR CONSULTANT ON TARGET

Consultant Name

Sapphire

Ruby

Diamond

Emerald

Pearl

- Needed for next star -

Jurmin Francis-Ross	\$2542.50	*****	STAR	\$458	\$1058	\$2258
Camry Smith	\$1183.75	\$616	\$1216	\$1816	\$2416	\$3616
Jarvia Haynes	\$504.25	\$1296	\$1896	\$2496	\$3096	\$4296
Susan Roberts	\$481.00	\$1319	\$1919	\$2519	\$3119	\$4319
Deborah Ester	\$478.30	\$1322	\$1922	\$2522	\$3122	\$4322

## STAR CONSULTANT PROGRAM

### ACHIEVE OUT-OF-THIS-WORLD REWARDS

You can earn exciting prizes in the Star Consultant Program while building your Mary Kay business. And the achievement you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay® programs! To participate in the Star Consultant Program, an Ind. Beauty Consultant must have personal retail sales of \$1,800 in wholesale Section 1 products that are received and processed by the Company during the program quarter.



# CONGRATULATIONS

on investing in your business last month!

\*Soar Like Never Before winners are bolded - place a min. of \$600 wholesale every month & receive a prize from Mary Kay.

<b>Jurmin Francis-Ross</b>	<b>\$1828</b>
<b>Camry Smith</b>	<b>\$601</b>
Deborah Ester	\$327
Mary Bullock	\$301
Jarvia Haynes	\$253
Susan Roberts	\$251
Kathleen Lee	\$237
Brigitte Daffin	\$106



turn a **no** into a **YES!**

Objections are a part of developing a team, but you can overcome them by showing you C-A-R-E!

**CHECK:** Make sure you understand the objection. Ask a question to clarify your understanding.

**ACKNOWLEDGE:** Let her know you get what she is saying. Use your own words to describe what was said (empathize).

**RESPOND:** Address the objection with a realistic and honest response.

**EXPECTANTLY:** Wait for a response.



**“OUR COMPANY”**

*was begun with only one objective, that of giving women the chance to succeed, an opportunity that simply did not exist in those early '60s.”*

**- MARY KAY ASH**

MARY KAY MARY KAY





# MARY KAY COURT OF SALES

## SEMINAR 2024

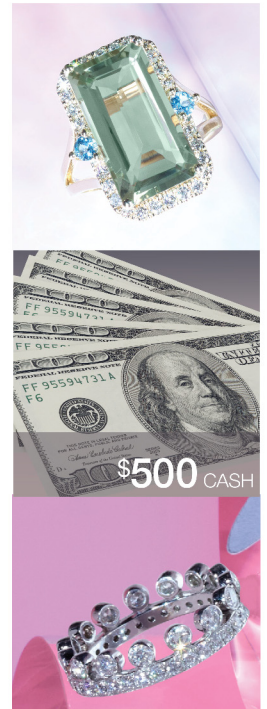
Achieve at least \$40,000 in Retail production during the contest year 7/01/2023-6/30/2024 & earn your Diamonds



Consultant Name

YTD Total

1. Jurmin Francis-Ross	\$28959.00
2. Camry Smith	\$12058.00
3. Jarvia Haynes	\$7525.00
4. Deborah Ester	\$6186.00
5. Monife Stout	\$5837.50
6. Susan Roberts	\$5427.00
7. Desrehea Terrell	\$3958.50
8. Brigitte Daffin	\$3722.00
9. Mary Bullock	\$2654.00
10. Andrea Fritz	\$2076.00
11. Charlymane McCray	\$1544.00
12. Sharon Stovall	\$1435.50
13. Janel Platt	\$1382.00
14. Debbie Brown	\$1322.00
15. Sedonia Doty	\$1136.00
16. Francine Perkins	\$960.00
17. Joan Garrett	\$902.00
18. Shawn Johnson	\$900.00
19. Janene Baham	\$692.00
20. Carlette Hawthorne	\$642.00



# MARY KAY COURT OF SHARING

## SEMINAR 2024

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2023-6/30/2024



Consultant Name

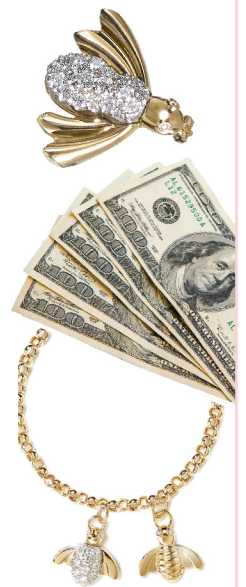
Seminar  
Qualified  
Recruits

Earned  
Commissions

Brigitte Daffin

1

\$62.90



Always shoot for the moon... you'll land among the stars!





## SENIOR CONSULTANTS



Jurmin Francis-Ross



Brigitte Daffin



## TEAM BUILDING TIP OF THE MONTH

### Set Goals.

A goal is a dream that you put on paper. It has more validity when you put it in writing and commit to it.

### Be your own best team member.

If you want to become a leader, then lead by example. Keep moving and growing.

**Listen** to your team member's needs and share with her how the Mary Kay opportunity can help fulfill them.

**Be diligent.** You will get no's. That's OK. Keep a rock-solid belief in the Company and its opportunities. Then you can transfer that belief with confidence to others.

**Share** with every woman you meet what you love about your Mary Kay business. Never assume that just because she's a neighbor or friend that she knows.

## IDEAS & MORE!

**1 NEVER PREJUDGE.** You may think she's too busy or she loves her job, but the truth is, you may not see what's in her heart.

**2 LISTEN.** Get to know her. Find out about her family, her needs and what is important to her. Then you are more prepared to share how Mary Kay can fit into her life and what a Mary Kay business could offer her. For example, if she's a mom with young children, she'll love learning about the flexibility and core values of God first, family second and career third. (Check out other targeted tools on the "How to Team-Build" link on *Mary Kay InTouch* under the "Education" tab.)

**3 HOLD PARTIES.** The more parties, the more women you meet, the more potential team members you can have! I encourage having at least three parties per week. You can spread them out or hold them all in one day. It's at your parties that potential team members will fall in love with the products. When that happens, it's a natural transition to want to share the products with others.

### DIQ

- 8+ Active Team Members

### ELITE TEAM LEADER

- 8+ Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus
- On target to earn the use of a Car

### TEAM LEADER

- 5-7 Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus
- On target to earn the use of a Car



### STAR TEAM BUILDER

- 3-4 Active Team Members
- 4-8% Team Commission
- \$50 Team Building Bonus
- Eligible to wear Red Jacket

### SENIOR CONSULTANT

- 1-2 Active Team Members
- 4% Team Commission
- \$50 Team Building Bonus

# MARY KAY®

## MAY 2024

# UPHOLD THE *vision.*



What can you do to spread the Mary Kay mission this month?  
Offering *Mary Kay*® products to old and new friends is a great start!  
When you do, you create a natural transition into another element  
of the vision: inspiring others to take hold of an empowering  
opportunity that fits their lives. You can extend Mary Kay Ash's legacy  
by sharing her story and yours and by allowing others to build  
their own stories one product and party at a time.

# soar like never before



SUMMER 2024 LAUNCH

# MARY KAY YOUR WAY

This summer, experience Mary Kay your way with a masterful lineup of products that is sure to bring out your best beauty this season and every season!

## *skin care your way*

Searching for a simple start to skin care and not yet ready for age-defying products? Look no further! The NEW *Mary Kay*® Skin Care line allows you to create the perfect routine! Choose from hydrating and mattifying cleansers and moisturizers, plus a universal scrub and toner that are suitable for all skin types, to build a customized routine for clean, healthy skin.

### NEW! *Mary Kay*® Skin Care Line



### PUT AN END TO SHINY SKIN.

Discover healthy, shine-free skin with the *Mary Kay*® **Mattifying Regimen, \$80.** It features fundamental products designed with combination to oily skin in mind, but is suitable for all skin types – including sensitive skin! This four-step regimen includes a mattifying cleanser and a mattifying moisturizer, plus a universal scrub and toner.



### SAY BYE-BYE TO DRYNESS.

Discover healthy, hydrated skin with the *Mary Kay*® **Hydrating Regimen, \$80.** It features fundamental products designed with normal to dry skin in mind, but is suitable for all skin types – including sensitive skin! This four-step regimen includes a hydrating cleanser and a hydrating moisturizer, plus a universal scrub and toner.



### ALREADY ADORE YOUR *MARY KAY*® SKIN CARE ROUTINE?

Ask your Independent Beauty Consultant how you can make summer-specific tweaks to protect your complexion from sun exposure and heat.

### STILL SEARCHING FOR THE SKIN CARE REGIMEN THAT BRINGS OUT YOUR BEST BEAUTY?

We've got you covered!

Peruse a range of innovative options for every age and stage of life with Mary Kay.

### YOUR WAY TO A SIMPLE BEGINNING

NEW! *Mary Kay*®  
Skin Care Line

### YOUR WAY TO PREVENT PREMATURE SIGNS OF SKIN AGING

*TimeWise*® *Miracle Set*®

### YOUR WAY TO REPAIR ADVANCED SIGNS OF SKIN AGING

*TimeWise Repair*®  
*Volu-Firm*® Set

### YOUR WAY TO NATURALLY DERIVED SOLUTIONS

*Mary Kay Naturally*®

### YOUR WAY TO CLEAR COMPLEXIONS

*Clear Proof*®  
Acne System

### HIS WAY TO HANDSOME SKIN

*MKMen*® Regimen

## beauty your way

Experience beauty your way with gorgeous glam offerings that we're summer-loving – and you will too!



### YOUR CLEAR PICK FOR BROWS

Frame that lovely face with flawless brows, thanks to this easy-to-use formula that tames and sculpts with extreme hold for customized styling you'll love.

**NEW! Mary Kay® Clear Brow Styling Gel, \$14**



### YOUR ULTI-MATTE SUMMER CRUSH

Add a flush of color to your summer beauty routine with this dreamy formula that coats lips in a velvety, matte finish, complete with comfortable wear.

**NEW! Limited-Edition† Mary Kay® Matte Liquid Lipstick, \$20 each**

Available in three new shades:

- Red Noir
- Soft Fawn
- Rich Mahogany



### YOUR WAY TO LASHES FOR DAYS

Your fave mascara got a glow-up! But don't worry, we only updated the packaging – the same amazing formula and brush reside inside.

**Mary Kay® Ultimate Mascara™, \$16 each**  
Available in Black and Black Brown.



### YOUR WAY TO PAY IT FORWARD

Make a bold statement and impact with every purchase of limited-edition† Mary Kay® Sparkle Cream Lipstick.

**NEW! Limited-Edition† Mary Kay® Sparkle Cream Lipstick, \$22 each**

Available in two shades:

- Empower
- Positive Impact

Join Mary Kay's global *Pink Changing Lives*® cause empowerment program and help change the lives of women and their families. In the United States, from April 26 through Sept. 15, 2024, Mary Kay Inc. will donate \$1 from each sale of limited-edition† Mary Kay® Sparkle Cream Lipstick in Empower and Positive Impact shades to the *Mary Kay Ash Foundation*™. Mary Kay is committed to supporting the *Mary Kay Ash Foundation*™ and its continued efforts to invest in innovative cancer research for women-related cancers and ending domestic violence in the United States and around the world.

## complexion perfection your way

Once you have a healthy complexion, it's time to reach the next level of flawless perfection with an array of foundation shades and finishes that enhance your natural radiance.



**Mary Kay® CC Cream**  
**Sunscreen Broad Spectrum**  
**SPF 15,\* \$22 each**

**TimeWise® Matte 3D**  
**Foundation, \$25 each**

**TimeWise® Luminous 3D**  
**Foundation, \$25 each**

**Endless Performance® Crème-**  
**to-Powder Foundation, \$20 each**

**CONTACT ME,** your Independent Beauty Consultant, to experience Mary Kay your way!

\_\_\_\_\_

\_\_\_\_\_



# Avoiding Postponements

DEAL with the postponements in ADVANCE... don't wait for them to happen! Here's some tips:

**LEARN TO BOOK FOR THE NEXT 2 WEEKS ONLY!** Do not ask a hostess when she would like to have her Skin Care Class because it is a natural tendency to put things off for as long as possible. If you allow it, your hostess will book 3 or 4 weeks away. There is a way to avoid this. First, have your Datebook FULL. If you are not at that point yet (you will be then enter EVERYTHING that's going on in your life in your Datebook. All your appointments - doctor, lawyer, hair, nails, birthdays, soft ball games, dinner dates, etc. Whatever you're doing • put it in your Datebook • soon enough it will be filled with Class and Facial dates/appointments!

**ASK YOUR HOSTESS** "Which will work best for you - the first of the week or the later part?" Then ask, "afternoon or evening?" Give her choices! While looking over your Datebook say, "Let's see when I can do your Class." Make her feel like you're working her into your schedule. Say, "Let's see, I have an opening on Tuesday evening, will that work for you?" Note: A specific date has not yet been mentioned. Write her name in on that Tuesday and say, "OK, that will be Tuesday, the date, at 7:30" which is next week but you have never said anything about her class being next week. When you coach her, you can then say, "OK, I'll see you next Tuesday at 7:30!" Believe me, this works. And remember. just how long does anyone need to plan for a Class. The problem is that we sometimes give people TOO long and then they worry about it and it becomes a chore instead of a pleasure. Use some "YOU ARE INVITED" Class Invitations. Get the names, addresses, and phone numbers for the guests from your Hostess and personally mail the Invitations.

**OVERBOOK!** If you want 5 Skin Care Classes for next week and you have exactly 5 on your books, your first thought on Monday morning will be, "Oh, I hope none of my Classes postpone!" However, if you have 10 Classes, and you need only 5, the thought of postponements never enters your mind because you can afford to lose a few, and still have plenty! How many times have you thought, "I just know that Class is going to postpone", and then shortly afterwards the phone rings and sure enough, it's your Hostess doing exactly what you expected her to do!  
IF YOU DO NOT EXPECT POSTPONEMENTS, THEY WILL BE MINIMAL!

**THANK YOUR HOSTESS IN ADVANCE!** Something I have learned to do is to thank my Hostess before the Skin Care Class. Write her a brief note the day after you booked the Class with her, saying something like, "Thank you for booking your Skin Care Class during my Special Contest! I am really looking forward to knowing you better and to sharing some new Skin Care products with you! See you Tuesday."

**PROPER COACHING!** Tell your Hostess, "Now, this is my Career, and I will be reserving the time especially for you! I'll be there rain or shine. You can count on me and I know I can count on you - right?" Anyone who is having continuous postponement problems should try this approach with her hostess. Say it with a smile and look your Hostess in the right eye, while nodding your head "yes!"

**NEVER, NEVER LET A SKIN CARE CLASS GET OFF YOUR BOOKS!** In the event a Hostess does call to postpone, and her reasons are legitimate, say to her immediately, "Let's see which time you think will work for you next week. Will the first part of the week or the latter part work best for you?"

**HANDLING POSTPONEMENTS AND CANCELLATIONS** When a Hostess calls to postpone a Class, gives you the reason why, and then says, "I'll call you when I can have it", remember to be gracious and sympathetic about her reasons for postponing, but also BE SURE TO TELL HER, "Why don't we go ahead and pick a tentative date, so I can get you on my calendar. How about..."



# HOW TO GET 100 LEADS IN A WEEK!

1) Take a gallon zip lock bag (the kind with the zipper so the stuff won't fall out). In it put:

- a) 10 skin care surveys
- b) an ink pen with a curly ribbon tied on it (so it won't get lost)
- c) a Look book and/or Beauty Book - make sure your contact info is on it
- d) several business cards & a few sales tickets

2) Make 10 of these bags.

3) Call 10 women you know and ask them to help you. These should be "Chatty Cathies"... women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say:

*Hi \_\_\_\_\_, I need your help! I've been challenged to get 100 skin care surveys filled out this week but I don't know 100 women. However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and ask 9 other women at work to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a deluxe mini or some of our discontinued glamour colors.)*

4) Deliver the bags to your 10 helpers and set a DEFINITE TIME to pick the bag up - within 48-72 hours. Let her see you write the appointment in your datebook.

5) When you pick them up, you'll call those who want facials and say this:

*Hi \_\_\_\_\_! My name is \_\_\_\_\_ and last week, you filled out a skin care survey for Betty at work. I was calling to thank you for filling it out. (pause and see if she has any comments) I see that you marked that you'd like to have a makeover and so I was calling to schedule the appointment. Which is better for you...this week or next? (Book the appointment) I also see that you checked that you'd like to have a few friends join you. Let me tell you about my hostess credit. (Explain whatever hostess credit you are using.)*

Here are the averages after doing this for about 10 years... If you give out and get back all 10 bags, you'll have about 65-75 names. Not every one will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is almost \$5000 in sales!! So...is it worth it to give out those 10 bags you think? Of course, YES!!!

## KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!!
- 2) Pick up the completed bags within 2-3 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) COACH, COACH, COACH your hostesses!!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!





# TEAM BUILDING

Remember to share the BEAUTY found  
in the Mary Kay Opportunity:

## *tips*



**B**e your own boss. Becoming part of Mary Kay gives her the freedom to dictate her income and her hours. A Beauty Consultant essentially works for herself.

**E**arn more income. Discuss the various avenues of income with a potential recruit. Whether she's looking to earn an extra \$5,000 a month or seeking to put her children through school, her earning potential is all up to her.

**A**dvancement. Mention that through Mary Kay, she can advance at her own pace. She can control how far and how fast she climbs the Career Path.

**U**nity. Becoming a Beauty Consultant and being part of your team means she's never alone in her business. She's got friends and mentors who share the same passion for beauty and who will be there for her every step of the way.


**T**rustworthy. Let her know that Mary Kay is a company she can trust. Mary Kay's Satisfaction Guarantee pledge and Golden Rule customer service has won the loyalty of millions of women worldwide.

**YES!** After everything she's heard how can she not say yes? Wrap up the appointment by saying something like this: "(Prospect's name), what did you like best about everything that we have talked about? What other questions do you have? (wait for response) Then, our next step is to read and complete the Independent Beauty Consultant Agreement. And finally, our last step is to decide how you want to take care of the cost of the Starter Kit and what particular Kit you will choose.

## *May* Celebrations!



Birthdays	Day	Anniversaries	Year
Jennifer Castle	8	Fallon Ricks	1
Michele Scott	20	Andrea Fritz	1
Paulette Pitt	23	Jarvia Haynes	1
Billie Black	28		



Independent Sales Director



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## Applause® Magazine

**Applause® magazine monthly digital edition.** Read about a new product, watch a video tutorial then click to order! Plus, get selling and team-building tips straight from the lips of savvy sales force leaders.

Find it by the 10<sup>th</sup> of each month on Mary Kay® Digital Showcase App for phone or tablet.

Scan with QR code to upload the App and view the latest issue.



**SPECIAL DELIVERY FOR**

# Words of Wisdom



*“Tenacity and perseverance are essential qualities for success in business. But there is much more to being successful. Real strength entails being considerate and supportive of people's feelings. As the saying goes, you attract more bees with honey.”*