



Director Marita McCafferty

Dynamite Unit

It's All About



NEW
FACES
take you
PLACES



Congratulations Bracelet Achievers!

Dolores & Marita earned the Career Conference Consistency Bracelet!



Linda Pfefferle * Dolores Morrone
Marita McCafferty

★ Congratulations 3rd Quarter Stars! ★



Marita McCafferty
Ruby



Dolores Morrone
Sapphire



Linda Sperring
Sapphire



Dawn Patterson
Sapphire



Linda Pfefferle
Sapphire

Be a STAR!

Logon to
www.marykayintouch.com
to see all of the amazing prizes!



Sapphire
1.800



Ruby
2.400



Diamond
3.000



Emerald
3.600



Pearl
4.800

The Ultimate Unit



DIQ



Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

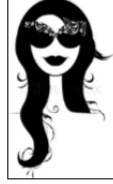
5-7 Team Members



Candida Taylor



Position Available!



Position Available!



Star Team Builder

3-4 Team Members



Position Available!



Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Barb Dickson	Jo'Anne Every	Cathy Larkin	Iris Morales	Dolores Morroni
Amy Prestifilippo	Linda Sperring	Pat Varrone	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

Dates Ahead

- 3/26...meeting at Marita's home 6:30pm
- 3/31...Last day of the month to place orders.
- 4/2...No meeting - attend Workshop on 4/3!
- 4/9...meeting at Marita's home 6:30pm
- 4/16...meeting at Marita's home 6:30pm
- 4/17...Summer PCP enrollment ends
- 4/23...meeting at Marita's home 6:30pm
- 4/30...Area Guest Event at Normandy Farms, Blue Bell; 7pm. Last day of the month to place orders.

Valerio Area Workshop
Tuesday, April 3rd @ 7pm
Blue Bell Country Club, \$13

Ruby Seminar
Dallas, TX
July 20th-23rd
Priority Registration begins April 24th
Open Registration begins April 30th



Welcome New Consultants!

Joanna Martini of Norristown, PA welcomed by Marita McCafferty!

Linda Pfefferle of Conshohocken, PA welcomed by Marita McCafferty!



Spring is in the air and now is a great time to share your love for Mary Kay products with everyone. This video will share some tips and strategies that you can use to up your selling game and make this season one to remember! Available at www.marykaintouch.com.

'Love' Checks

9% Commission
Candida Taylor \$63

4% Commission
Dolores Morroni \$17

(Commissions of \$10 and up)



How do you earn Commission??

- 1-4 active team members = 4%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%

Pink Investors

These consultants invested in product last month!



Linda E. Pfefferle	Jo'Anne Every
Dolores M. Morrone	Margaret Criscuolo
Dawn M. Patterson	Joan M. Doyle
Peggy A. Smith-Dobbs	Kirsten E. Olson
Barbara A. Dickson	Carolyn J. Isaacs
Debbi O'Hara	Lisa A. Chapman
Elana M. Sloan	Iris N. Morales
Denise McDevitt	Debbie Bracy
Johna K. Lingelbach	



<u>Apr Birthdays</u>	<u>Day</u>	<u>Apr Anniversaries</u>	<u>Year</u>
Linda E. Pfefferle	1	Jo'Anne Every	27
Maureen McNiff	12	Johna K. Lingelbach	24
		Laurie Kibelstis	4
		Eileen Brehm	3
		Debbie Bracy	1



I'M  ALL IN!
#teamMK

Extended through March 31st!

What a great time to find new faces and share the Mary Kay opportunity! Within the Starter Kit is everything they need to connect with their first hostesses and customers! For only \$100, they'll receive products and literature that can put them on the road to success, plus they'll get FREE* *TimeWise*® *Vitamin C Activating Squares*™ and the *TimeWise*® *Replenishing Serum+C*® as a limited-time bonus.

See www.marykayintouch for complete details and tools to promote!

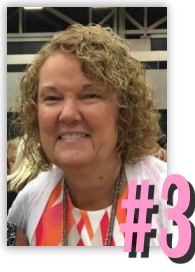
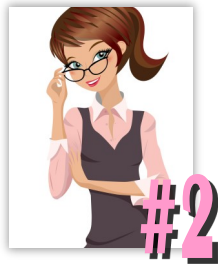


Seminar Awards 2018



YTD Court of Sales

MK: \$40,000 retail * Area: \$20,000 retail



1. Dolores M. Morrone \$11,403.00
2. Peggy A. Smith-Dobbs \$7,077.00
3. Pat Varrone \$6,202.00
4. Iris N. Morales \$4,949.00
5. Linda J. Sperring \$4,754.00
6. Candida Taylor \$4,685.00
7. Dawn M. Patterson \$4,406.00
8. Linda E. Pfefferle \$4,155.00
9. Barbara A. Dickson \$3,378.00
10. Lisa A. Chapman \$3,328.00

July 1, 2017-June 30, 2018

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. Dolores Morrone 1Q
2. Iris Morales 1Q

PASSION 



March

Earn your bracelet when you place a total of \$600+ w/s this month! Plus go on-target for the Seminar Bracelet!



Ruby Seminar July 20th-23rd

Priority Registration begins April 24th

For Directors, 3rd Quarter Stars & IBCs who are on-target for Court of Personal Sales and Court of Sharing

Open Registration begins April 30th.

Are you ready for the biggest and best Mary Kay event of the year? We hope so, because it is time for Seminar 2018! Join your sister independent sales force members for four days of fun, fellowship, education and unbelievable recognition. The Expo is once again your go-to spot to get a sneak peek at new *Mary Kay*® products, programs and technology. When you say your goodbyes and head for home, you will be energized and ready to take your Mary Kay business to new heights.

Login to www.marykayintouch.com>events>special events>Seminar 2018 for complete details!



Seminar 2018 will be here soon! Be sure to invest in YOU.

Published 3.6.18 on *Mary Kay InTouch*

Remember when you first purchased your Starter Kit? You invested that money with a belief in yourself and in the Mary Kay opportunity. Attending Seminar is a great way to continue investing in yourself and the success of your Mary Kay business.

As Mary Kay Ash once said, "Your trip to Dallas and your Seminar experience are investments in your future! You can't afford not to come!"

We know there are a lot of factors involved in attending Seminar, such as planning for the extra expenses. So we wanted to share a few helpful reminders:

- How about letting your Mary Kay business cover your expenses? Determine the number of parties and product sales you need and get those appointments on your books.
- Check for discounted airfares now. Did you know there are two airports that service the Dallas-Ft. Worth area? Love Field airport is located in the heart of the city, and may have alternative fare options; and, of course, DFW International airport.
- Look into special offers and discounts for restaurants and hotels. Don't forget to check out the Mary Kay contracted hotels for special rates on *Mary Kay InTouch*®!
- Get your Mary Kay girlfriends together and select roommates to share hotel costs.
- Don't forget that you'll get a discount on the Seminar registration fee if you registered for Career Conference 2018 without cancelling.

Script to Build Your Personal Team - Face to Face

Hi _____. This is _____. Do you have a minute - I'm so excited and wanted to share my news....I have chosen to take a promotion in the next few months.

One of the reasons I'm calling is because we are adding more people to my team...I am personally looking for sharp women to do what I do, both part-time and full-time.....and I know MK may be the furthest thing from your mind....But I couldn't get you out of my mind....and let me tell you why.... (You have to tell her why! This is where you Customize....circle of influence, loves product, respected, has teenagers, everyone loves her, she's fun, etc.)

I'm not asking for a commitment from you....If you're anything like I was....MK is the probably furthest thing from your mind. But here's what I need...I want to steal your brain for about 20 minutes...tell you who I'm looking for, what we're about and if that interests you - We'll talk more, but you will have at least helped me complete an assignment with my promotion and you can be a Talent Scout for me....and I'll have a Special Gift for you....(½ price on 1 item, etc.) Is it better for you over Coffee, Lunch or After Work? (Bypass the Conscience Mind)

If she says she's not interested for herself....You say "I know....you're probably not interested but I do want to tell you what I'm looking for because I value your feedback - I'd never talk you into MK - Might twist your arm to listen hahaha- But anyway....What's better over Coffee? Lunch? or After Work?"

The key is to get the appointment....Face to Face!!!!



Branching Out

(From the Art of Networking CD by Executive Senior Sales Director Cindy Machado-Filippen)

We all have a tendency to want to stay within our comfort zone. But, the key to success is to branch out!

and meet new people. Not sure how to meet new people and get great leads? First.... get out of the house! Second, use these suggestions to meet sharp women:



- You may not actually sell anything at the fair, but you will have the opportunity to gather many helpful leads.

- Find a salon that is up-to-date and has some advertising in the windows.

- Take some time to get to know the owner, manager, receptionist and stylists.

- Offer free makeovers for their clients for client appreciation.

- Tell them: "This is a different kind of makeover. I am going to teach you how to do this yourself, so you can look this good all the time."

- Get the staff to love you: Give the receptionist at the shop an incentive to help you. Ask her to mention that you will be there doing makeovers when she speaks with people. Give her a lookbook, some samples, and a gift for helping you.

- Get the names and numbers of the people you will be making over beforehand. Call them to be sure they don't already have a consultant.

- Do satin hands on each client while they are getting their hair colored.

Brides

- Check the newspaper and social media for engagement announcements.

- New brides make good new consultants because they are starting a new chapter in life.

- Tip: Split the makeover and facials into two sessions. For the first session invite the bride, her maid of honor and her mother. For the second session: focus on the bridesmaids. This way you can devote more individualized time per person, and not spend the entire day.

Fairs

- Bridal fairs, women's day fairs, community days or local fairs, church functions, craft fairs, etc.

- Check out city websites, the newspaper or look for banners in downtown areas for announcements.

- Call them and get a table. It could cost anywhere from free to about \$30.00

- Take special care to setup a beautiful display to grab on-lookers attention.

- Gather names to do a drawing and sample fragrances or satin hands (if water is available).

Created by MKVirtualOffice.com

Girl Scouts

- Find a good troupe leader. This can be all it takes to make or break this event.

- Have her set up a mother and daughter pampering session. Don't try it with just the girls. You need the moms there so we can teach them what to do to take care of their skin, so that they can act as a mentor for their daughters.

- We don't want to tell them that we want the moms there because they have the cash, and we don't want the daughters going home telling the moms I want this, this and this and the moms don't know what is going on.

Social Boxes (aka. Fishbowls)

- Facial box setup: Use small sheets that say Register here to win a \$10 gift certificate to the store and a free makeover. Have 5 to 10 sheets out at a time, sitting next to a cute box with a slit for the registration cards to go.

- Go to bagel shops, coffee shops, dry cleaners, doctors offices (OB/GYN doctors), or any place that you spend money, if you are doing business with them, they should be doing business with you.

- Talk to the owner, inform them what you are wanting to do and get them sold on the idea.

- Talk with the person behind the counter often. Offer her a satin hands set for getting people to put their name and number.

- Be sure to have boxes out at multiple businesses. The more you have out the higher your chances of success. If one location is not producing results, move the box to another more visible location in the shop, or move it to another shop altogether.

- Understand that some will be thrown out, some will have names of men, and others will have kids that will sign up. Don't get discouraged. Amidst the other names that are deadends, you will get some great leads!

Referrals

- The best referrals are from men that you do business with or men that you know who do business with other women.

- Men such as real estate agents, or insurance salesman are always meeting sharp women.

Branching Out

(From the Art of Networking CD by Executive Senior Sales Director Cindy Machado-Filippen)

Fashion Shows

- Offer to provide facials for the models. This can lead to doing the makeup for their shows or on-going skin-care sessions.



Healthcare Industry

- Call people who work in the healthcare industry. They are usually overworked and underpaid. The person in charge is always looking for ways to pamper the staff without taking a big bite from the budget.

- Go into various doctors offices and offer your services.

- Tell them: "I know that you are always looking for ways to pamper your staff. I here to help. I will not push product on anyone. I will just do a luxurious hand treatment and have books and samples in case someone would like something."

- Have the clients fill out the cards for a free facial/makeover and for the drawing. Bring wrapped PCP gifts for the drawing.

- Bring a sample hand cream for everyone

- When applying the satin hand treatment really massage their hands and this gives you a brief moment to talk to each person.

Chamber of Commerce

- Call the Chamber and find out when they have their mixers/business card exchanges

- These are opportunities to meet lots of sharp professionals (Ex: Moms/Women's Group (Mothers of Preschoolers), Moms of Twins, Women's Ministries, etc.)

- You don't have to actually join the chamber, just pay the entrance fee of \$10-20 for the event

- Offer to do a small presentation (if you are at their function, do on-the-spot mini facials, or on the back of one hand).

- Have samples to pass around, attached to your business card

- Walk around tables and talk to professional women, but also approach business men about pampering their wives or a special someone

- When you spot a really sharp woman, here is the sample script: "Hello! I only have about 10 minutes and I'm looking for sharp women to go in my portfolio of professional women. I've scanned the room and saw you and rushed over to ask if I could feature you in my Before and After portfolio of professional women?"

- Then exchange cards. The best thing is that you have her work number, so she's less likely to avoid you. She is a professional, so if she is interested, she'll say so. If she books, the appointment is more likely to hold since she understands business.

- When you put her photo in your portfolio, put her business card next to her face which will promote her business.

Created by MKVirtualOffice.com

Networking Groups

(It is recommended that you join groups with both men and women.)

- Benefits: There is only one type of business represented in each group (ex: beauticians, attorneys, dry cleaners, etc.)

- They provide business leads for each other and are required to give one tip per month

- During the holidays all the group members will shop with you!

Dress Shops

- Go to specialty shops, consignment shops, Casual Corner, Express, etc.

- Set up a table with a "Register to Win" sign. Ask shoppers to register to win a gift certificate from the store and to receive a free pamper session.

- After you've given away the gift certificate, call all the leads in the box and book them the other names in the box

Professional Before and After Photos

- Go to places where image is crucial. People such as bank managers may want to do a pampering/makeover session for their staff to insure professional images.

- Compile a purse-sized portfolio to show potential prospects.

- To take a Before Shot: Have the model stand in front of a white wall, with a white towel draped around them, then photograph them NOT smiling.

- To take an After Shot: Have the model wear a bright blouse and/or a colorful scarf and fluff their hair. Then photograph them WITH a smile.

Sundaisers

- Find school athletic coaches, PTA staff, and church groups: call schools and request to speak to the principals or office administrators; call churches and ask to speak with the pastors, ministry leaders, or administrators.

- Identify these groups and find out how you can partner with them, so that both of you can benefit from your services (Ex: you provide free facials for PTA ladies (referrals and possible sales for you) and the PTA has increased attendance and participation, etc.)

Valerio Area

WORKSHOP



SNSD
Sandy
Valerio

Tuesday, April 3rd

Blue Bell Country Club * 7:00-9:30pm

1800 Tournament Dr, Blue Bell, PA 19422 * Phone: (215)616-8100

Let the attendant at the gate know you're going to a Mary Kay event in the Club house

Consultants/Directors: \$11 venmo to @Sandra-Valerio-2 by 3/28
or \$13 at the door * Guests: FREE

Recognition, Inspiration & Education

Guests Welcome! Pampering & Makeovers!

Kate Spade Handbag Giveaway

Each Guest will be entered to
WIN this Kate Spade Handbag!



The winning Guest's Consultant will
also WIN a Kate Spade Handbag!

Faces Take You Places Tracking

Name: _____ Dir. Name _____

Email: _____

Month: _____

*Tracking sheets must be received by the 3rd of the month
Please e-mail to nsdsandyv@gmail.com or fax: 215-699-8573

Which did you achieve this month?
Inner: ___ Diamond: ___ Gold: ___

Personal W/S: _____ Retail Sales: _____
Pers. Recruits Not Qual: _____ Pers. Recruits Qual: _____

Interviews

Name/Phone	Follow-Up / Recruited?
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

Inner Circle **COMPLETE 4 OF THE 5**

\$800 Personal w/s* \$1400 retail sales*
25 faces or 10 parties 15 interviews/guests
1 new pers. Q or 2 new recruits

Diamond Circle **COMPLETE 4 OF THE 5**

\$600 Personal w/s* \$1000 retail sales*
20 faces or 6 parties 10 interviews/guests
1 new pers. Q or 2 new recruits

Gold Circle **COMPLETE 4 OF THE 5**

\$400 Personal w/s* \$800 retail sales*
15 faces or 4 parties 5 interviews/guests
1 new personal recruit

* these items must be completed

Faces/Selling Appointments

Name/Phone	Class/Facial	\$ Sold	Bookings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

Parties

Hostess/Date	Hostess/Date
1.	5.
2.	6.
3.	7.
4.	8.



Marita McCafferty
Independent Sales Director
 1115 Angus Circle
 Blue Bell, PA 19422



To the Dynamic:

What are your year end goals?

SNSD Sandy Valerio



FACES

Take You Places

2018 Valerio Area Consultant Challenge

Be an Achiever in your Category of Choice Each Month!

Gold Circle Diamond Circle Inner Circle

- \$400 Personal Wholesale*
- 15 faces or 4 parties
- \$800 retail sales*
- 1 new pers. Q or 2 new recruits
- 5 interviews/guests to events

Complete 4 of 5

Complete Gold Circle to earn the monthly prize!

- \$600 Personal Wholesale*
- 20 faces or 6 parties
- \$1000 retail sales*
- 1 new pers. Q or 2 new recruits
- 10 interviews/guests to events

Complete 4 of 5

Complete Diamond Circle to earn the monthly prize & a 15 min Goal session!

- \$800 Personal Wholesale*
- 25 faces or 8 parties
- \$1400 retail sales*
- 1 new pers. Q or 2 new recruits
- 15 interviews/guests to events

Complete 4 of 5

Complete Inner Circle to earn the monthly prize & a \$15 Starbucks Gift Card!

Achievers will also earn recognition on area site & in area newsletter!



Necklace & Earring Set

Earn your "New Faces Take You Places" Bracelet from Mary Kay when you place \$600 w/s in a month!



*\$600 w/s can be cumulative. Bracelet changes



Seminar Consistency Challenge

Independent Beauty Consultants and Independent Sales Directors who achieve the *New Faces Take You Places* challenge for the months of March, April, May and June **AND** who have one qualified* new personal team member during the challenge period will receive the designer charm bracelet with the power word SISTERS and an invitation to the *City Girls & Pearls* prize party. Plus, they'll get awesome Bling Buttons for their Seminar badges.



Logon to www.marykayintouch.com for complete details.

"If you always put limit on everything you do, physical or anything else, it will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them." Bruce Lee