



Director Marita McCafferty

# Dynamite Unit

YOU HOLD THE KEY



MARY KAY

YOU HOLD THE KEY



MARY KAY



FEBRUARY KEY

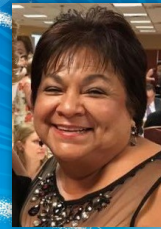
SELL IT, SISTER!



## Congratulations 3rd Quarter Stars!!!



Linda Sperring  
**Ruby**



Dolores Morroni  
**Sapphire**

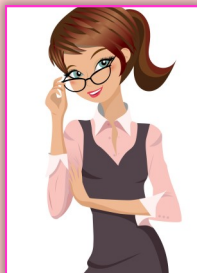


Marita McCafferty  
**Sapphire**

## Congratulations Achievers!



Linda Sperring



Peggy Smith-Dobbs



Dolores Morroni



Marita McCafferty



CAREER CONFERENCE CONSISTENCY KEY

YOU'VE GOT TO SHOW UP TO GO UP!



Linda, Dolores & Marita achieved the Career Conference Consistency!

## On-Target Stars

\*\*4th Quarter ends June 15th \*\*

Name	Contest Amount	Current Won to Date	Needed for Next Star
Linda Sperring	\$600.00		\$1200.00

Set Your Sights on STARDOM this quarter!



Logon to InTouch 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**



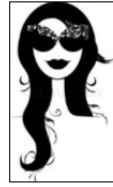
Position Available!

**Future Director**

8+ Team Members



Position Available!



Position Available!

**Team Leaders**

5-7 Team Members



Position Available!



Position Available!



Position Available!



**Star Team Builder**

3-4 Team Members



Dolores Morrioni



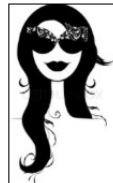
Linda Sperring



Candida Taylor



Position Available!



Position Available!

**Senior Consultants**

1-2 Team Members

<b>Barb Dickson</b>	<b>Carolyn Isaacs</b>	<b>Cathy Larkin</b>	<b>Pat Varrone</b>	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

## Dates Ahead

- 3/31...Last day of the month to place orders. .
- 4/1...meeting (Marita's home or FB Live TBD) 6:30pm
- 4/3...Spring Deep Cleaning Guest Event, Hampton Inn, Media, PA, 6:30pm
- 4/7...Spring Makeover Night, Walton Rd Meeting Room, 7pm
- 4/8...meeting (Marita's home or FB Live TBD) 6:30pm
- 4/15...meeting (Marita's home or FB Live TBD) 6:30pm
- 4/22...meeting (Marita's home or FB Live TBD) 6:30pm
- 4/29...meeting (Marita's home or FB Live TBD) 6:30pm
- 4/30...Last day of the month to place orders.

### Valerio Area Workshops

May 7th, 7pm

Blue Bell Country Club

Future dates: 11/13, 3/19, 5/7, 6/18  
\$12 in advance/\$14 at the door

### Ruby Seminar 2019 - Dallas, TX

July 30th-August 2nd

Priority Registration begins April 26th  
Open Registration begins April 29th

## 'Love' Checks

### 8% Commission

Linda Sperring \$59

### 6% Commission

Candida Taylor \$62

### 4% Commission

Cathy Larkin \$39

Carolyn Isaacs \$14

(Commissions of \$10 and up)



### How do you earn Commission??

- 1-2 active team members = 4%
- 3-4 active team members = 4-8%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%



## Welcome New Consultants!

### New Consultant

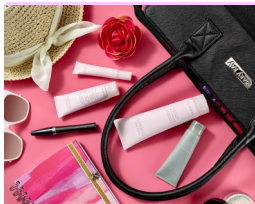
Jeanne Ruhl  
Shabana Steen

### From

Monterey, TN  
Lansdale, PA

### Sponsored By

Marita McCafferty  
Linda Sperring



Bring Your Besties!

New Independent Beauty Consultant from March 1 through June 30, 2019 can welcome their first three new personal team members with a \$25 discount on their Starter Kits!\*

See InTouch for complete details! FAQs!

\*They must become Mary Kay Independent Beauty Consultants during the Consultant's Great Start\* time frame

# Pink Investors

These consultants invested in product last month!



Linda Sperring  
Peggy Smith-Dobbs  
Dolores Morroni  
LeeAnn Rooney  
Candida Taylor  
Denise McDevitt  
Lilawatie Chin-ahin  
Lisa Chapman  
Virginia Farnell  
Cathy Larkin  
Kirsten Olson  
Debbie Bracy  
Joan Doyle  
Jill Chrstos  
Margaret Criscuolo  
Amy Prestifilippo

Laurie Kibelstis  
Jo'Anne Every  
Carolyn Isaacs  
Maribeth Kelly-Mojica  
Lisa Deihl  
Lori Moore  
Barbara Dickson  
Debbi O'Hara  
Fabiola Galeno  
Iris Morales



# Celebrate!

<u>April Birthdays</u>	<u>Day</u>	<u>April Anniversaries</u>	<u>Year</u>
Shabana Steen	6	Jo'Anne Every	28
Maureen McNiff	12	Johna Lingelbach	25

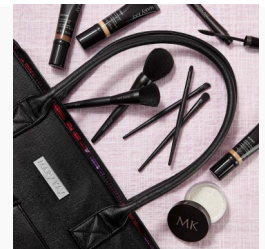


Laurie Kibelstis	5
Eileen Brehm	4
Debbie Bracy	2

## MARCH STARTER KIT PRODUCT BONUS

Share the news! When you start your Mary Kay business in March, you get a FREE\* product with a \$100 Starter Kit:

Mary Kay® Essential Brush Collection. For only \$100,<sup>†</sup> she'll receive products for demonstration and literature that can help her on the path to success. Plus, she'll get a FREE\* product as a bonus! What a great way to start! HURRY! Offer ends March 31! See InTouch for details!



# Seminar Awards 2019



July 1, 2018-June 30, 2019

## YTD Court of Sales

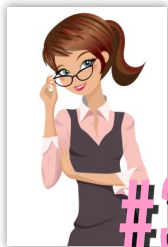
MK: \$40,000 retail \* Area: \$20,000 retail



#1



#2

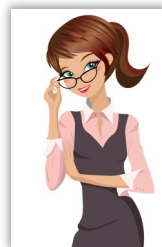


#3

- |                      |             |
|----------------------|-------------|
| 1. Linda Sperring    | \$15,089.00 |
| 2. Dolores Morroni   | \$13,070.00 |
| 3. Peggy Smith-Dobbs | \$9,375.00  |
| 4. Candida Taylor    | \$4,867.00  |
| 5. Pat Varrone       | \$4,592.00  |
| 6. Barbara Dickson   | \$4,378.00  |
| 7. LeeAnn Rooney     | \$4,139.00  |
| 8. Joan Doyle        | \$3,981.00  |
| 9. Kelly Bennett     | \$2,856.00  |
| 10. Denise McDevitt  | \$2,797.00  |

## YTD Court of Sharing

MK: 24 Qualified \* Area: 10 Qualified



1. You this month!



## Cruise to the Bahamas!

Future Executive Senior Sales Director and Destination Red Achiever shares why achieving the trip was important to her and imparts her tips to achieve the challenge!

Available on [www.marykaintouch.com](http://www.marykaintouch.com).

# Spring

## Deep Cleaning Event

Wednesday, April 3rd

6:30pm \* Hampton Inn & Suites

300 S. Beatty Rd, Media, PA

Consultants: \$10/ Guests Free

Featuring

Revealing Radiance  
Facial Peel and  
Trash It Night!

Plus...

Exfoliating Treatments for  
Hands & Lips  
Anti-Aging Facials  
Custom Foundation Matching

***Bring your old cosmetics  
to trash & receive a discount  
on NEW products!***



SNSD  
Sandy  
Valerio

# The Keys to Success

2018-19 Valerio Area Consultant Challenge



**Be an Achiever in your Category of Choice Each Month!**

### Bronze Key

\$400 Personal Wholesale\*  
15 faces or 4 parties  
\$600 retail sales\*  
1 new pers. Q or 2 new recruits  
5 interviews/guests to events

**Complete 4 of 5 to earn the monthly prize!**

### Silver Key

\$500 Personal Wholesale\*  
20 faces or 6 parties  
\$800 retail sales\*  
1 new pers. Q or 2 new recruits  
10 interviews/guests to events

**Complete 4 of 5 to earn the monthly prize And a 15 min goal session!**

### Gold Key

\$600 Personal Wholesale\*  
25 faces or 8 parties  
\$1000 retail sales\*  
1 new pers. Q or 2 new recruits  
15 interviews/guests to events

**Complete 4 of 5 to earn the monthly prize, a 15 min goal session AND a \$10 Starbucks Gift Card!**

\* these items must be completed

*Monthly Prize*



Mystery Prize

## Faces/Selling Appointments/Parties

Name (put an H next to hostesses)	Party/ Facial	\$ Sold	Book- ings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
Totals			

Name (put an H next to hostesses)	Party/ Facial	\$ Sold	Book- ings
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

## Interviews/Guests

Name / Phone F=Followed Up R=Recruited	Name / Phone F=Followed Up R=Recruited
1.	9.
2.	10.
3.	11.
4.	12.
5.	13.
6.	14.
7.	15.
8.	16.

Personal W/S: \_\_\_\_\_

Retail Sales: \_\_\_\_\_

Pers. Recruits: \_\_\_\_\_

Qual. Pers. Recruits : \_\_\_\_\_

**Which Key did you Achieve?**

GOLD: \_\_\_\_\_

SILVER: \_\_\_\_\_

BRONZE: \_\_\_\_\_

Name: \_\_\_\_\_ Dir. Name \_\_\_\_\_

Email: \_\_\_\_\_ Month: \_\_\_\_\_

\*Tracking sheets must be received by the 3rd of the month. Please e-mail to [nsdsandyv@gmail.com](mailto:nsdsandyv@gmail.com)



# Ruby Seminar Jul 30th-Aug 2nd

**Seminar 2019 will be here soon!**  
**Be sure to invest in YOU.**  
*Published 3.6.19 on Mary Kay InTouch*

### Priority Registration begins April 26th

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

### Open Registration begins April 29th.

You've worked hard all year! Now, it's time for us to focus on your achievements and celebrate you for being YOU! Come to Seminar 2019, and claim your rightful VIP status! Seminar is four days of fun, fellowship, education and unbelievable recognition! Plus, the Expo is 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](http://www.marykayintouch.com)>events>special events>Seminar 2019 for complete details!*



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.



### We've Been Party Planning!

This come-and-go Prize Party celebrates all things pink ... and you! We know how you love to pink it up, so go all out! Wear your prettiest pink dresses or skirts and tops. You could even add pink jewelry, shoes or accessories, if you'd like. Think hot pink, cool pink, bright pink, light pink ... you know, Mary Kay pink. And guys, we want you to join in the fun too! So pack your best pink shirt (we know you've got one!), and be in the pink with us!

**Keep Your Eyes on the Prizes!** See qualifications for each contest on *InTouch*.

- **All-Star Star Consultant Consistency Challenge Achievers** will pick up their fabulous year-end prize from the kate spade new york® *All-Star* Collection.
- **New Independent Sales Directors** who debut from Feb. 1 through July 1, 2019, and their Independent Senior Sales Directors will pick up their stunning New Sales Director Class prizes.
- **Independent Beauty Consultants and Independent Sales Directors who achieve the Mary Kay You Hold the Key Seminar 2019 Consistency Challenge** will pick up their challenge bracelet by R.J. Graziano.
- **Independent Sales Directors who achieve the Great Start: Leader Challenge** will pick up their charm bracelet, third in a series of three, and their seat cover.
- **Cadillac® Sales Directors** (new qualifiers and requalifiers) will pick up their commemorative picture frame.

### But Wait, There's More!

We can't wait to see you at the *Mary Kay Pretty in Pink* Prize Party at Seminar 2019! We'll be partying in style with themed door prizes, music and dancing. Plus, every achiever will receive a super cute party-themed gift!

Stay tuned for more details.

# 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.

**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.

**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.

**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!

**Beauty Salons**

- 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.

**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.

**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 I 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.

**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 form 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.

**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.

**Facial Boxes (aka. Freshboxes)**

- 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!

**Funerals**

- 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.

**Funerals**

- 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.)

**Funerals**

**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.**

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## Brides

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## Fairs

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

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

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Created by MKVirtualOffice.com

Created by MKVirtualOffice.com



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



What are your year end goals?

*To the Dynamic:*

## 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!!!!

## YOU HOLD THE KEY SEMINAR CONSISTENCY CHALLENGE

### EARN THIS BRACELET BY:

1) ACHIEVE THE MARY KAY YOU HOLD THE KEY CHALLENGE FOR MARCH, APRIL, MAY AND JUNE

2) ADD ONE GREAT START-QUALIFIED NEW PERSONAL TEAM MEMBER BETWEEN MARCH 1-JUNE 30

3) ATTEND SEMINAR 2019

