



Director Marita McCafferty

Dynamite Unit



SPARK A CHAIN REACTION!

JULY 1, 2020 - JUNE 30, 2021



STRIKE UP NEW FRIENDSHIPS!

FEBRUARY

Congratulations Achievers!



Maribeth Kelly-Mojica



Dolores Morroni



Peggy Smith-Dobbs



Dawn Patterson



Marita McCafferty

Maribeth Kelly-Mojica, Dolores Morroni, Peggy Smooth-Dobbs & Marita are on-target for the Spring Consistency Challenge!

Spring Consistency Challenge
Jan * Feb * Mar

**SPARK YOUR BELIEF!
BELIEF!
BELIEF!**



Congratulations 3rd Quarter Stars!!!



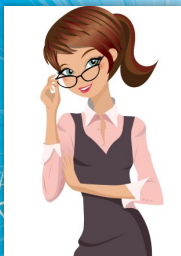
Theresa LaCesa Ruby



Dolores Morroni Ruby



Maribeth Kelly-Mojica Sapphire



Peggy Smith-Dobbs Sapphire

Set Your Sights on STARDOM this quarter!



Logon to InTouch to see all of the amazing prizes!!

The Ultimate Unit



DIQ



Position Available!

Elite Team Leader

8+ Team Members



Position Available!



Position Available!

Team Leaders

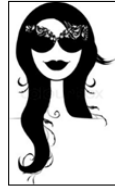
5-7 Team Members



Position Available!



Position Available!



Position Available!



Star Team Builder

3-4 Team Members



Dolores Morroni



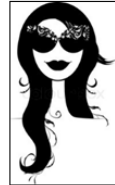
Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Danielle Berkenbaugh	Maribeth Kelly-Mojica	Cathy Larkin	Candida Taylor	Pat Varrone
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

Dates Ahead

- 3/29...Zoom meeting 7:00pm
- 3/31...Last day of the month to place order
- 4/5...Zoom meeting 7:00pm
- 4/12...Zoom meeting 7:00pm
- 4/17...Summer PCP enrollment ends
- 4/19...Zoom meeting 7:00pm
- 4/26...Zoom meeting 7:00pm
- 4/30...Last day of the month to place order

Valerio Area Workshops
TBA

Blue Bell Country Club
Future dates: TBA

Rockin' Red Rally
Virtual

April 23rd & 24th
Registration going on now!

Seminar 2021

Virtual
August 19th-21st
More details to come!

'Love' Checks

8% Commission

Dolores Morroni \$68

4% Commission

Cathy Larkin \$27

Maribeth Kelly-Mojica \$12

(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%

March Spark

FIRE UP YOUR GOALS!
MARCH

Place \$600 in cumulative wholesale orders March 1-31 and get these fun earrings!

Fire Up Your Goals!
Take time to revisit your goals and, if needed, revise your plan to achieve them. Write down each goal and make it SMART: Specific, Measurable, Attainable, Relevant and Time-Bound. As you write the actions you need to reach each goal, put them on a timeline. Want to reach that \$800 wholesale Section 1 order this month? Think about scheduling a specific number of skin care parties, color appointments and follow-up calls. If you're ready for a burst of inspiration, education and collaboration to help you reignite your goals, look for events and training opportunities that best meet your needs!

66

I TRULY BELIEVE THAT WOMEN CAN DO ANYTHING IN THIS WORLD THAT THEY WANT TO DO.

99

MARY KAY ASH

MARY KAY

Pink Investors



These consultants invested in product last month!

- | | |
|-----------------------|------------------|
| Dolores Morrone | Michele Bernauer |
| Peggy Smith-Dobbs | Carolyn Isaacs |
| Dawn Patterson | Eileen Brehm |
| Maribeth Kelly-Mojica | Iris Morales |
| Candida Taylor | Joan Doyle |
| Danielle Berkenbaugh | Lisa Chapman |
| Barbara Dickson | |
| Elana Sloan | |
| Beth Burkhart | |
| Megan Stewart | |
| Lisa Deihl | |



Celebrate!

<u>April Birthdays</u>	<u>Day</u>	<u>April Anniversaries</u>	<u>Year</u>
Jennifer Horton	7	Jo'Anne Every	30
Maureen McNiff	12	Johna Lingelbach	27
		Laurie Kibelstis	7
		Eileen Brehm	6



Sensational Sellers

Based on Weekly Accomplishment Sheets

Dolores Morrone
 Skin Care Sets - 1
 Parties - \$156
 Web Sales - \$322
 Reorder - \$1937
 High week - \$741, 637, 621, 416

Seminar Awards 2021



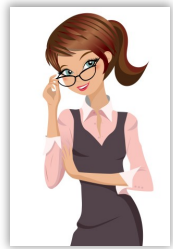
July 1, 2020-June 30, 2021

YTD Court of Sales

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

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. You this month! 1Q

- | | |
|--------------------------|-------------|
| 1. Dolores Morrone | \$16,115.00 |
| 2. Maribeth Kelly-Mojica | \$11,965.00 |
| 3. Peggy Smith-Dobbs | \$9,711.00 |
| 4. Danielle Berkenbaugh | \$5,027.00 |
| 5. Candida Taylor | \$4,312.00 |
| 6. Pat Varrone | \$3,882.00 |
| 7. Elana Sloan | \$3,718.00 |
| 8. Joan Doyle | \$3,602.00 |
| 9. Dawn Patterson | \$3,510.00 |
| 10. Cathy Larkin | \$3,183.00 |



Success Driven!
 Independent Future Executive Senior Sales Director Stephanie Mottaz shares how she's working Full-Circle and maximizing the exciting launch of Clinical Solutions. Available at www.marykayintouch.com

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.

Facial 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)



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

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!

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.

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.)



SNSD
Sandy
Valerio

Hearts on Fire

It's a Chain Reaction



A Sweetheart Finish!

Sweetheart

\$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!

Heart of Gold

\$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!

Hearts on Fire

\$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

Consistency Prize

Complete 5 out of 6 months to be treated to a pedicure with Sandy!
(July-Dec or Jan-Jun)

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 level did you Achieve?

Sweetheart: _____

Heart of Gold: _____

Hearts on Fire: _____

Name: _____ Dir. Name _____

Email: _____ Month: _____

*Tracking sheets must be received by the 3rd of the month. Please e-mail to nsdsandyv@gmail.com



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



What are your year end goals?

To the Dynamic:



With just four months left in this Seminar year, you're on your way to crushing your goals. So let's celebrate YOU with some Rockin' Recognition all month long! For four weeks, we will randomly select 100 achievers to receive a prize announced on the My Mary Kay Facebook group. Join us for exciting Facebook Live events and a chance to join your sister Independent Beauty Consultants as we celebrate a distinct group of achievers each week with virtual online recognition. Plus, logon to Mary Kay InTouch every week to see the prize giveaway achievers posted. It could be YOU!



We'll showcase how raising Reds can be a springboard to success no matter where you are on the career path. With Red Jackets as a singular focus, there's room for growth for everyone! We're so excited to celebrate our Rockin' Reds with some amazing recognition and prizes! This spring, it's all about Reds to build strength, growth, sustainability and income to help you achieve your Seminar goals.

For the finale on Saturday afternoon, we'll wrap up this rockin' event with the **Rockin' Recognition** party. We will celebrate, recognize and reward on-target Seminar Awards 2021 achievers. Plus, they will receive a special gift.

Registration opens March 17, so stay tuned for more details!

The two-day **Rockin' Red Rally** will be held April 23-24, with General Sessions planned for Friday night and Saturday afternoon and targeted career path classes on Saturday morning.

We will rock and rally around all things Red:

- How to become a Red Jacket.
- How to develop Red Jackets.
- And how to develop teams of Red Jackets.