

The Soaring Sensations

JANUARY NEWSLETTER WITH DECEMBER RESULTS



Proud Red



This could be
YOU

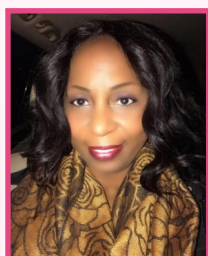
Quarter 2 Star



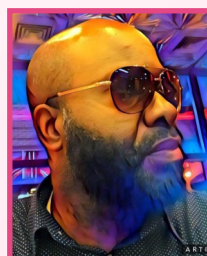
Sonja Bennett-Bellamy
Ruby



Golden Rule December Achievers



Shondra Abraham



Benjamin Abraham



Sonja Bennett-Bellamy

January Customer Special

I love new beginnings! Are you starting a new beauty routine this month? It's time to take care of your skin and love the way you look! Take advantage of my special promo this month and get everything you're looking for! When you spend \$50, you get to choose an extra item for HALF OFF!

Some of my favorites this month are:

- Microdermabrasion Set - revive dull skin first, then finish with the Pore Minimizer!
- VoluFirm Lifting Serum - get WOW results and regain your triangle of youth!
- Pink Clay Mask - take ten minutes of ME time and restore stressed skin!

Download



Quarter 3 On-Target Stars



Name	Wholesale \$ + Team Building*	Sapphire	Ruby	Diamond	Emerald	Pearl
Shondra Abraham	\$605.00	\$1,195.00	\$1,795.00	\$2,395.00	\$2,995.00	\$4,195.00
Benjamin Abraham	\$603.00	\$1,197.00	\$1,797.00	\$2,397.00	\$2,997.00	\$4,197.00
Desirae Gause	\$311.00	\$1,489.00	\$2,089.00	\$2,689.00	\$3,289.00	\$4,489.00
Elissa Latham	\$294.00	\$1,506.00	\$2,106.00	\$2,706.00	\$3,306.00	\$4,506.00
Sonja Bennett-Bellamy	\$268.00	\$1,532.00	\$2,132.00	\$2,732.00	\$3,332.00	\$4,532.00
Joslyn DiPasalegne	\$232.00	\$1,568.00	\$2,168.00	\$2,768.00	\$3,368.00	\$4,568.00

Shooting for the STARS!

Top in Sales
Company Court of Sales



Terri Abraham



Tina Tyus-Shaw



Dot Spence

Consultant

Terri Abraham
Tina Tyus-Shaw
Dot Spence
Elissa Latham
Antoinette Daye
Tracy Thomas
Desirae Gause
Miranda Benjamin
Joslyn DiPasalegne
Ashley Pfeffer

YTD Retail

\$2,948.00
\$2,643.00
\$2,623.00
\$2,494.00
\$2,304.50
\$2,226.00
\$2,066.00
\$1,979.00
\$1,578.00
\$1,519.00

We are looking for women to be in the
Unit Court of Sharing!

Share our amazing Career Opportunity with
everyone at your appointments!

Bright Ideas



MARY KAY
**BRIGHT
IDEAS**

Tips to Help Maximize Sales of the
Mary Kay® Beauty Box

In this video, Senior Sales Director Leah Dade
shares her best tips to help you maximize the sales
of the Mary Kay beauty Box to your
customers while generating leads at the same time.



Click here to
WATCH



National Court of Sales



National
\$40,000 rs/ \$20,000 whsl

Area
\$20,000 rs/ \$10,000 whsl

Unit
\$10,000 rs/ \$5,000 whsl

National Court of Sharing



National
24 Team Members

Area
12 Team Members

Unit
6 Team Members

February Celebrations

Happy Birthday!

Name	Birth Date
Tiffany King	2 February
Julia Rickenbacker	5 February
Lula Gidron	13 February
Evangelyn Caldwell	22 February
Carmen Blakney-Bennett	26 February
Anissa James	26 February

Happy Anniversary!

Name	Years
Lisa Hunter	5
Julia Rickenbacker	2
JonMarc Sutton	1
Raven Walker	1
Eric Bellamy	1
Evangelyn Caldwell	1
Johnice Harris	1
Breonna Johnson	1

Look Who Invested

Shondra Abraham	\$605.00
Benjamin Abraham	\$603.00
Desirae Gause	\$311.00
Elissa Latham	\$294.00
Antoinette Daye	\$280.00

Holly Hamlin	\$268.40
Joslyn DiPasalegne	\$232.00
Janet Knox	\$232.00
Willette Smith	\$228.00
Leandra Hayes-Burgess	\$226.40

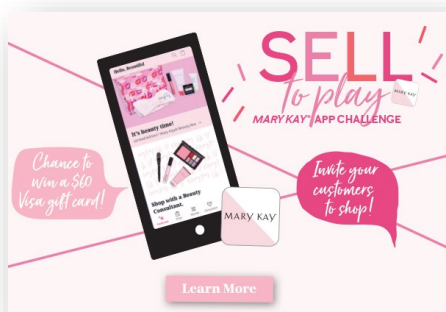
Miranda Benjamin	\$226.00
Emily Poole	\$225.00
Ashley Pfeffer	\$150.50
Sonja Bennett-Bellamy	\$628.00

Love Checks

Sonja Bennett-Bellamy	13%	\$446.29
(does not include unit commissions & bonuses)		
Darrow Riley	4%	\$ 20.80

Elissa Latham	4%	\$ 12.44
Kiresten Branch	4%	\$ 9.12

Sell to Play Challenge



Our world has changed, and with those changes come more options for your business. *Mary Kay*® Apps are designed to help you reach your customers where they are. No matter your comfort level with technology, you'll find all of these apps oh-so easy to use – and their professional presentation positions you as a beauty pro!

Click the button to learn how your customer orders from the Mary Kay® App could earn you a Visa gift card and WATCH a quick video!

[Click here for Details](#)



steppin' up the Ladder



Senior

Consultant

1-2 Active Team Members
4% Commissions
Earn \$50 Team Building Bonuses

Kiresten Branch
Desirae Gause
Deirdre Hinton
Elissa Latham
Darrow Riley



Star

Team Builder

3-4 Active Team Members
4, 6 or 8% Commissions
50% Discount on Red Jacket
\$50 Team Building Bonuses



Team Leader/ Elite Team Leader/ DIQ

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses
Earn use of Career Car/ Cash Compensation



Director

9 or 13% Unit Commissions
9, 13 or 23% Personal Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn use of Career Car/
Cash Compensation



Sonja Bennett-Bellamy

New Year

NEW GOALS

THIS YEAR I WILL...

- ♥ Hold more parties
- ♥ Work Consistently
- ♥ Share more products

- ♥ Become a Red Jacket
- ♥ Earn a Mary Kay Career Car
- ♥ Focus on earning challenge prizes

Renew. Refresh. Restart.

a note from

Sonja

People will forget
what you **said**.
People will forget
what you **did**.
But people will
never forget how you
made them **feel**.

- Maya Angelou

Spring PCP Enrollment



Spring PCP enrollment deadline is January 17. Give your business a boost. See your sales increase when you enroll your customers. Plus, you have the privilege of ordering spring products before everyone else.

Enroll Now

January 17- Deadline

Happy New Year!! Welcome to the second half of the Mary Kay year! This is a time to reflect on what has been working and to refresh your goals, your dreams, and your business. A great way to start the goal setting process is to make a vision board or goal poster; be sure to prominently display your goals to keep your eye on the prize. Share your goals with someone who supports your dreams. Visualize your dream into your goals.

First Visualize YOUR dream - *Where do you see yourself in June?*

VISUALIZE:

- attending Seminar as we ring in Mary Kay's 60th Anniversary!
- cheering and supporting your sister consultants as we confidently walk across that stage delighting in well-deserved recognition!
- opening and using the prizes you've worked diligently to earn!

Now Visualize the path —*How will you finish these next 6 months?*

VISUALIZE:

- the faces or appointments will you have each quarter, month, and each week.
- calling, messaging, talking to your customers and prospective customers.
- appointments, parties, guests to events and ways to obtain new leads.
- writing yourself a paycheck each week!

Are your visions clear? I'm looking forward to working with you to reach YOUR dreams!

People who succeed have a goal, a dream and make their plans and follow them. – Mary Kay Ash

Love & Belief,

Sonja

Go check out our website and see all that is there for you!

MARY KAY®



THEN. NOW. ALWAYS.™

Have you seen all of the new promotions? Mary Kay has packed our January to kick off our Anniversary Year with a bang! We have:

- A new GLOBAL Team Building Challenge
- A brand new DIAMOND Power Start Challenge
- A new Most Important Things game
- An opportunity to submit for DIQ with 8 team members

Jump-Start Your January! Click the button for a video and more details of how you can work your business full circle as we head toward our diamond anniversary!

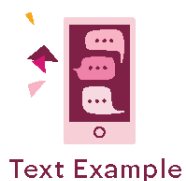
Click here for Details

SAMPLE BOOKING DIALOGUES

The following suggested openings can help you get started toward achieving the Diamond Power Start *60 Faces in 60 Days* Challenge. Feel free to adjust them to meet your communication style so they sound and feel natural to you.



Hello, ____! It is so good to catch up with you. I hope you and your family are doing well. I want to let you know I am participating in a challenge to share our products with 60 people in 60 days, and I thought of you! I would love to book a facial with you next week to share some great new *Mary Kay*® products with you! We could also talk about your skin care goals and needs. What would work better for you – Wednesday or Friday?



Hi, _____. Wanted to follow up and offer a couple of dates for a skin care party. Would next Friday or Saturday work for you? Just reply when you get a minute, and we'll get your facial booked.



Hi, (give a sincere compliment). Let me introduce myself. My name is _____, and I'm a Mary Kay Independent Beauty Consultant. Here's my card, and if you have a couple of minutes, I'd love to tell you about an exciting challenge I'm participating in. I would love for you to be one of my models. All we need to do is schedule a virtual or in-person appointment, and then I will walk you through our skin care products and you can share your opinion of our products with me. Would next Thursday or Friday work for you?

FOLLOW-UPS

AFTER THE BOOKING

Follow up with your customers using the 2 + 2 + 2 Formula.



Contact your customer **2 Days** after her first appointment to see how she likes her new product(s).

Check her progress in **2 Weeks** at her second appointment.

Contact her every **2 Months** for reorders or to suggest new products.

When a potential customer expresses a booking concern, consider these tips to better understand and respond to the objection. Acknowledge the concern, empathize with the customer, and let her know that you want to do everything you can to make this facial convenient for her. Depending on her situation, respond honestly and show understanding of the concern. You could then offer to schedule a virtual one-on-one. You may want to send a link to *The Look* in advance of the facial so she can get excited about the products. Sending her samples can also give her a chance to try the products and help her feel good about keeping her booking.

[CLICK HERE TO PRINT PAGES 1 & 2 OF FLYER](#)

Why be a Star Consultant?

WHAT IS A STAR CONSULTANT?

Each quarter you sell enough product to place an accumulated \$1,800 or more wholesale order, you will achieve Star status.

WHY YOU SHOULD BE A STAR?

- Achieve Star and accumulate credits as you place wholesale orders and add Qualified Team Members
- Redeem points right away or save them for a big super achiever prize!
- YOU pick the prize that motivates you the most.

WORK. EARN. SAVE. REDEEM. ACHIEVE.

BE AN ALL STAR!

When you earn Star consultant all 4 quarters of the seminar year (July through June) you are eligible for bonus Star credits!

Achieve Star!

The best way to earn your Star is to set goals. Make your goals S.M.A.R.T. and keep them in front of you with a goal poster or electronic reminders.

SPECIFIC: IDENTIFY WELL DEFINED AND CLEAR GOALS.

~~Work harder.~~

- ✓ Earn monthly jewelry prize by selling \$1200 retail and placing a \$600 wholesale each month.

MEASURABLE: GOALS SHOULD BE QUANTIFIABLE AND NOT VAGUE.

~~Sell more skincare sets.~~

- ✓ Sell 2 skincare sets by the end of the week

ATTAINABLE: GOALS CAN BE A STRETCH, BUT THEY SHOULD ALSO BE REALISTIC.

~~Make a million dollars in one day.~~

- ✓ Have a \$1,000 week

RELEVANT: GOALS SHOULD MATCH YOUR FOCUS.

~~Go to the car wash every week.~~

- ✓ Finish \$800 weeks, week in and week out to reach Queens Court of Sales

TIME-BASED: GOALS WITH DEFINITIVE TIMELINES ARE MORE OFTEN ACHIEVED.

~~Share the opportunity.~~

- ✓ Share the opportunity with 5 new people this week

Star Levels!

PEARL: 4,800

EMERALD: 3,600

DIAMOND: 3,000

RUBY: 2,400

SAPPHIRE: 1,800

IDEAS:

Find your focus and work in your joy zone – whether it's in person parties, virtual, or a combination, sharing your dreams and goals will help keep you focused and accountable.

Sell 24 items in 24 hours

Follow up with skincare clients – Offer a discount for a new beauty or supplement purchase

Host a Spring Cleaning or Shake up your make up bag party

Demo a new product to 5 or more people every week

important dates

Jan 1 - New Year's Day - Postal Holiday

Jan 16 - Martin Luther King Jr. Day - Postal Holiday

Jan 17 - Spring PCP Enrollment Deadline

Jan 29 - Last day to place telephone orders for January

Jan 31 - Last day to place on-line orders

Feb 9 - Spring Look Book begins mailing

Feb 14 - Valentine's Day

Feb 26 - Last day to place telephone orders

Feb 28 - Last day to place on-line orders

The Soaring Sensations Unit



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GOLDEN
Rules

LEAD
WITH LOVE.



When you order \$600+ whsl in
January, you will receive this beautiful
BRACELET
from the *Golden Rules* Collection.

GOLDEN
Rules
Golden



Earn the Year Long Consistency Challenge
EARRINGS and BRACELET
when you achieve the Golden Rules Challenge
each month, July 2022 through June 2023.