



Worthy News



November 2015 Newsletter, October Results

Ordering Deadlines Nov

25: Last day for phone orders
30: Last day for consultants to place online orders

Take note of ending dates

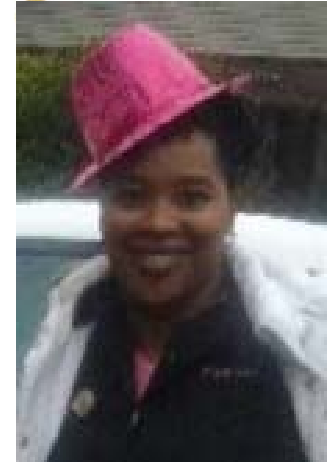
*Quarter 2 Star Program (through December 15, 2015)
* Class of 2016



MONTHLY QUEENS



Queen of Sales:
Trudy A. Williams

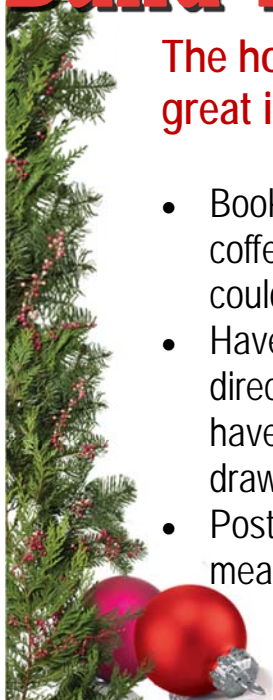


Queen of Sharing:
Beverly D. Adams

Build Your Team During the Holidays

The holidays are such an exciting time to build your team! Here are some great ideas on how you can make it happen!

- Book a few holiday coffees BEFORE thanksgiving. Meet one or two guests at a local coffee shop. You will share with them information about the MK opportunity to see if it could be beneficial for their lives
- Have your prospects listen to info on the MK opportunity via a three way call with your director or hotline number recorded by a director of your choosing (make sure you have her permission). Go for 15 calls this month! Offer prospects a chance to go into drawing for their favorite product
- Post career teasers on your facebook page. So many people are on facebook, so that means there are so many women that you can connect with!





Make \$10,000 this Christmas selling season!

Here are 6 steps to make \$10,000 in sales from now until Christmas!
You can have a successful selling season!
Order today so you'll have some to show, tell and sell!

1. Have 10 Silent Hostesses each sell \$200 in orders. **That's \$2,000!**
2. Contact 10 husbands for their wives' WISH LIST at \$150 in sales each
or 20 Husbands for their wives' WISH LIST at \$75 each. **That's \$1,500!**
3. Hold 7 "Holiday Coffees" or "Mary Kay Jingle & Mingles" at \$200 in sales
each. These take no time and are quite profitable. **That's \$1,400!**
4. Hold 1 class a week between now & Christmas with \$200 in sales. **That's \$2,800!**
5. Hold 1 Holiday Open House with \$500 in sales (10 guests at \$50 ea)
or 2 Open Houses (5 guests at \$50 ea) with \$250 in sales. **That's \$500!**
6. Contact businesses, office managers, doctors, realtors and anyone who you
give your business to. This could be as much in sales as you are willing
to take advantage of. **Example: 9 businesses purchasing five \$40 gifts is \$1,800!**

**Total Sales= \$10,000 @ 50% profit
= \$5,000 CASH!!!**

That would also make you a Pearl Star, earning a fabulous Star "Present" for yourself!

It's Friday,
November 27, 2015

Black Friday Ideas

Here is a great way to market your Black Friday sales to your customers!

With what:

- ◆ Create a flyer to send to all of your customers and potential buyers. The flyer can be posted on facebook, given out at classes and in person, or posted on a website.
- ◆ Have a mailer that ARRIVES to your customers 3 days before Black Friday announcing your sale and a special gift for those who buy by _____.
- ◆ Change your voicemail to advertise when your BLACK FRIDAY sales will be.

Share specials:

- ◆ Don't just say, "I have lipsticks available, skin care products, etc." Target your big sellers and promote those on the flyer. Example of specials: Black Friday sale with Deluxe Wrinkle Kits, BEAUTIFUL! Red Lipsticks, Trio Sparkle Eye Palettes, Concealing Foundations, Botanical Skin Care and MORE!

Sample of Offers:

- ◆ Have deadlines on specials, the BIGGEST sales EARLIEST, smaller sales LATER.
- ◆ Everyone gets a FREE gift.
- ◆ Have a drawing for a FREE gift basket.



On Target Stars and Star Consultants

Second Quarter Ends - December 15, 2015

	Total	Sapphire	Ruby	Diamond	Emerald	Pearl
CHRISTINE WATKINS	\$855.00	\$945.00	\$1,545.00	\$2,145.00	\$2,745.00	\$3,945.00
ALICIA HAWES	\$844.25	\$955.75	\$1,555.75	\$2,155.75	\$2,755.75	\$3,955.75
TRUDY WILLIAMS	\$774.50	\$1,025.50	\$1,625.50	\$2,225.50	\$2,825.50	\$4,025.50
ANNE BROOKS	\$715.00	\$1,085.00	\$1,685.00	\$2,285.00	\$2,885.00	\$4,085.00
TABATHA BLUFORD	\$704.00	\$1,096.00	\$1,696.00	\$2,296.00	\$2,896.00	\$4,096.00
TIMIKA WILLIAMS	\$616.00	\$1,184.00	\$1,784.00	\$2,384.00	\$2,984.00	\$4,184.00
MEAGAN GREGG	\$609.00	\$1,191.00	\$1,791.00	\$2,391.00	\$2,991.00	\$4,191.00
ANDREA MCCRAY	\$485.00	\$1,315.00	\$1,915.00	\$2,515.00	\$3,115.00	\$4,315.00

Here's what it takes...

Here is a break down of the qualifications in order to achieve Star Consultant Status in one quarter.

SAPPHIRE STAR
\$1800 WHOLESALE

RUBY STAR
\$2400 WHOLESALE

DIAMOND STAR
\$3000 WHOLESALE

EMERALD STAR
\$3600 WHOLESALE

PEARL STAR
\$4800 WHOLESALE



5 Effective Recruiting Questions

You should have written out and committed to memory, the best closing questions that you've ever heard, because when you are closing a new consultant, you do not want to be stuck searching for the right thing to say. It is my strong recommendation that you ask questions. You can tell someone all the benefits of becoming a consultant and they can listen to you and nod their head and think to themselves, "O.K. but that's just your opinion." They have not "bought in" to what you are saying. In order for them to "buy in" to a particular idea, they may have to hear the words in their own voice. So when you ask someone a question, and they answer it, they are hearing their own voice. And if they are answering the right question, they will convince themselves. Here are five of the most effective closing questions you can ask. The first one is,

(1) If you don't become a consultant, where do you see yourself a year from now?

This is a powerful question because you are asking them to look at what their life will be like a year from now if they don't say yes to this opportunity.

The second most effective question is,

(2) If you were to become a consultant today, what will be improved a year from now?

Now the wording in that question is very important. Notice that you didn't ask them what would be different; you asked what would be improved. You also used the word "will" instead of "would" which gives a sense of expectation. When you ask closing questions you can, by your choice of question, direct the type of answer they will give you. For this question, they will tell you, in their own voice, what will be better about their life a year from now if they become a consultant today. You're not telling them, they're telling you. And they know the answer. And they'll say it. And they'll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.

The third most effective question is,

(3) What qualities do you have that would make you shine as a consultant?

They've just told you how their life will be improved and now they are going to tell you why they'd be good at it.

The fourth most effective question is,

(4) What are the two most important reasons for you to become a consultant today?

This is also a very powerful question, especially the use of the word "today" which adds a sense of urgency. Because you are asking them for only two reasons, they will pick out the two most important things. It might be their family, or children, or finances, or because they don't want to work a "job" anymore. They're going to tell you now the two most important reasons why they need to become a consultant today. You see, you don't have to convince them if you ask them the right questions. They will convince themselves.

The last question is really a very interesting one, and somewhat tricky to understand.

(5) It does sound like you'd be an excellent consultant. Why don't you give it a try?

The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options, that they're just testing it out. They don't believe they are making a decision. In actuality, they are making a decision but it gives them the feeling of having an "out." That question, in exactly those words, "Why don't you give it a try?" will allow them to give themselves permission to say yes.

Recruiters and their team!

* You are currently inactive. It only takes a \$225 wholesale order to get back on track!
#T Status

Star Team Builders

Recruiter :Beverly D. Adams
Felicia L. Langley
Bridget S. Mangle
Lisa A. Moon
Angela Anderson
Jasmine M. Brock
Mary Brown
Deanna Brownlee
Weslica L. Johnson
Shavada Lee
Shay Rosemond
Shameka S. Williams

Senior Consultants

Recruiter :Tabatha V. Bluford
Bonita C. Wheeler
* Veronica Black
Tonya D. Bracey
Joyce Crosby
Bertha Suber

Recruiter :Anne M. Brooks
Meagan P. Gregg
* David A. Hughes

Recruiter :Alicia C. Hawes
Tawanna N. Tate
Ashley M. Wheeler

Recruiter :Tracie F. Jones
Monique M. Brown

Recruiter :Robin N. Webster
Andrea L. Mccray
* Cheryl E. Isibor
Ameritia S. Cavil
Shermeine Hammie
Shelley S. Seegars

Recruiter :Bonita C. Wheeler
Alicia C. Hawes
* Sharita Parks

Recruiter :Trudy A. Williams
Timika Williams
* Gretta Betsill
* Gabrielle Brown
* Sabrina R. Evans
* Carolyn D. Simmons

New Consultants

Starting Something
Beautiful....

From

Sharing Dreams...

Joycelyn M. Boswell
Lisa A. Moon

CHARLOTTE, NC
MAULDIN, SC

S. Byrd
B. Adams

Welcome to our Unit!

InTouch Videos!

Great news! In the spirit of the holidays, instead of one Power Class video, stay tuned as the company launches the 12 Days of Education for the Holidays series. This special holiday edition of the Power Class of the Month features top Independent Sales Directors for 12 days starting November 1st. Come back each day to watch each amazing video packed with tips and ideas to help you have your best holiday selling season ever! Enjoy!

Power Class
of the Month

“You and I have the responsibility of keeping the honor in selling, remembering that our nation's economy depends on the fact that nothing happens until somebody sells something.” -Mary Kay Ash





12 Days of Christmas Script

"Hi _____ this is _____ with Mary Kay. (I'm your wife Mary Kay consultant) Do you have just a minute? Great!! You know Christmas is just around the corner and I'm calling to save your life this Christmas. No malls and no decisions, does that sound good to you?"

- **Let's start with people at your office.** Who do you typically buy for at the office? (Ex. Assistant, receptionist, boss, cleaning staff, etc...) (Write them down as he lists them)
- **How much do you typically spend on this person?** Great! These are my 2 options in that price range. (Continue with both of these bullet items above until all people at work are taken care of, then move to the next section)
- **Let's talk about your personal needs.** I have a great gift option for your wife. She will go crazy over this and you will look terrific. It's a 12 days of Christmas basket. Each day, for the 12 days prior to Christmas, she will choose a gift out of her basket and open it. Each Day she will open a special gift hand picked for her. There are 3 options to choose from \$199, \$249 or \$299. Would you like to go with the \$299 or was the \$199 more of what you had in mind? (let him answer)
- Great! **Your wife is taken care of now how about your daughter?** How much would you like to spend?
- **How about your mother?** How much would you like to spend?
- Great... have we covered all the special women in your life?

Now would you like me to deliver these to you or the recipients?
(Schedule a delivery time and write it on his sales ticket)

I take all major credit cards, checks or cash...which would you prefer to use?

Thanks so much for your business!!!!

Last Month's Orders!

November Orders

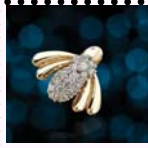
Trudy A. Williams	\$710.00
Alicia C. Hawes	\$705.00
Timika Williams	\$616.00
Meagan P. Gregg	\$609.00
Christine V. Watkins	\$404.00
Anne M. Brooks	\$399.00
Tawanna N. Tate	\$256.00
Andrea L. Mccray	\$254.00
Felicia L. Langley	\$241.00
Monique M. Brown	\$237.00
Johnnie M. Stephens	\$229.50
Lisa A. Moon	\$226.75
Tabatha V. Bluford	\$164.50
Kishandra B. Davis	\$55.00
Beverly D. Adams	\$41.00
Tracie F. Jones	\$9.00

Cute holiday ideas!



Way to go!

**BE THE
TYPE OF
PERSON
YOU WANT TO
MEET**



TOP COURT OF SALES

7/1/2015 - 6/30/2016

1	Alicia C. Hawes	\$4,780.00	\$1,430.00	\$6,210.00
2	Anne M. Brooks	\$3,191.50	\$798.00	\$3,989.50
3	Christine V. Watkins	\$3,026.50	\$828.00	\$3,854.50
4	Trudy A. Williams	\$2,035.00	\$1,450.00	\$3,485.00
5	Timika Williams	\$1,510.00	\$1,510.00	\$3,020.00
6	Johnnie M. Stephens	\$2,512.00	\$459.00	\$2,971.00
7	Tabatha V. Bluford	\$2,434.50	\$329.00	\$2,763.50
8	Meagan P. Gregg	\$1,370.00	\$1,370.00	\$2,740.00
9	Andrea L. Mccray	\$2,201.00	\$508.00	\$2,709.00
10	Robin N. Webster	\$2,146.00	\$0.00	\$2,146.00



TOP COURT OF SHARING

7/1/2015 - 6/30/2016

1	Trudy A. Williams	1	\$24.64
2	Anne M. Brooks	1	\$24.36

OMG!

Adorable Holiday Packaging



Love Checks!

4% Recruiter Commission Level

Bonita C. Wheeler	\$28.20
Trudy A. Williams	\$24.64
Anne M. Brooks	\$24.36
Beverly D. Adams	\$23.51
Alicia C. Hawes	\$10.24
Robin N. Webster	\$10.16
Tracie F. Jones	\$9.48



Congrats!

7 Selling Steps in November

Just because it's becoming the holiday season, there are still many ways to keep busy and grow your business! Enjoy these 7 steps to holiday success!

1. Follow up with all business contacts & leads
2. Continue to book shopping coffees, skin care, glamour classes
3. Continue having each customer fill out a Holiday Wish List
4. Begin talking to the men you have contact with
5. Begin following up with Holiday Wish Lists. (They may not be ready to buy - but you are at least making your service known!)
6. Service all of your customers for their personal & holiday needs
7. **RECRUIT!** What a great time to begin a business - your own shopping at cost, provide service for those you know & prepare for an exciting new year of opportunity!

Company Dates!

December 2015 Dates

7: Leadership 2016 registration opens for Sales Directors at 8:30 am CT

15: Postmark deadline for Quarter 2 Star Consultant contest, deadline to make Quarter 1 Star Consultant Selection

16: Quarter 3 Star Consultant contest begins

20: Online prize selection available for Quarter 2 contest

24: Company holiday, all company offices closed

25: Christmas Day, all company offices closed

30: Last day for consultants to place phone orders

31: Last day of month

December Celebrations!

Birthdays	Day	Anniversaries	Years
Takeisha S. Smith	1	Jamila L. Starks	1
Latisha Murray	5	Clemie J. Anderson	1
Bertha Suber	6	Bertha Suber	1
Tonya D. Bracey	13		
Mary Brown	15		
Joycelyn M. Boswell	23		
Levier E. Hunt	25		
Veronica Black	30		
Anne M. Brooks	30		





Sharon Byrd
5541 Tipperlin Way
Charlotte, NC 28278



Open House Tips

- **Consider having 2 Open Houses** - one a week after Thanksgiving and the other a few days before Christmas Eve!
- **Create your gift sets and take pictures** - that way you can show your sets on facebook, emails and more. Those that can't attend your open house can still order!
- **Price and label everything** - This way your customers know exactly what things cost and don't have to worry about asking. They can figure out what products to purchase that will work well for them and their budget!
- **Call customers the DAY before the event** so you can make sure that they can attend! Never assume guests will come based on an invite. Follow up is the key!
- **Make sure your open house is fun, inviting and beautiful!** Consider playing music and having hot cocoa or coffee on board. Make your location a place that they want to be!

