

ENGAGE TO ELEVATE

WORKING OUR
BUSINESS IN A
VIRTUAL WORLD
& BEYOND

June 2020

A 4-week educational series designed to
elevate you and your business!

*visit www.heidigoelzer.com
to register (events tab)*

MARY KAY

JUNE 1
JUNE 8
JUNE 15
JUNE 22

presented live via YouTube Monday evenings
3:30pm Alaska | 6:30pm Central | 7:30pm Eastern

*Exclusive challenges & recognition based on
your Career Path Status!*

GRIT WITH GRACE GOELZER AREA

WELCOME!



BE SURE YOU ARE IN THE
VIRTUAL ENGAGE TO ELEVATE
{JUNE 2020}

GROUP ON FACEBOOK!

<https://www.facebook.com/groups/VirtualE2E/>

You'll find the weekly video links there! Please contact your Sales Directors with any questions you have.

"The only place success comes before work is in the dictionary."

-Mary Kay Ash

Dear Women of Excellence,

Your Sales Directors & I are so humbled, honored, and excited that you have committed your time, energy, and heart into this 4 week Engage to Elevate course. I still remember my first advanced training course - I was a new consultant & it was life-changing. I learned great business habits that have served me well throughout my 20+ year career!

I believe that one of my jobs as your National Sales Director is to:

1. Inspire you to believe in yourself
2. Empower you to see beyond today
3. Challenge you to be the best version of yourself

Will this 4 week journey be easy? Probably not - but what is easy is seldom worth it! I pray that you are willing, capable & ready to learn, grow & work to change your life and the lives of the people God has entrusted to you!

Here are some suggestions to make your **Virtual Engage to Elevate** experience INCREDIBLE!

- Our sessions will begin right at 3:30 Alaska | 4:30 Pacific | 5:30 Mountain | 6:30 Central | 7:30 Eastern. Plan on being at your viewing hub or computer (or other device) a few minutes beforehand so that you have clicked the video link & are ready to go!
- Show up each week and EVERY day with a positive attitude of EXPECTANCY, knowing that you are in the RIGHT place. Do not take anything personally. It is your job to receive the information on your end from the place it was intended - with LOVE, the desire to see you grow, and for YOUR BEST FUTURE!
- Have your snacks and drinks by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for 75 minutes straight. We need you awake, alert, and giving us feedback! Post to our Engage to Elevate Facebook group as we go along! We love to hear your A-ha's there!
- **Technical difficulties do happen despite our best efforts.** If something were to disconnect the link please pay attention to the Facebook group for a new link or instructions.
- Please make sure that you are in the **VIRTUAL Engage to Elevate {June 2020}** Facebook Group - this link has been emailed to the address you provided upon registration. If you are having trouble accessing the group - please reach out to your Sales Director. This group is the main way that we will interact. If you don't have Facebook - GET IT :) ***The viewing link will change each week and the "Announcement" post of the Facebook Group is where you will find it 8 hours prior to each session.
- If you have children, please get coverage so your attention is not divided & you can receive what you need. Yes, even angel children :)
- You won't need a notebook - you can take notes right here in this workbook!
- Per my National Sales Director Agreement, PLEASE DO NOT RECORD ME IN ANY WAY. Snapping photos of me online is great (so long as you make me look fabulous!) We will have recordings and scripts that we go over made available to you.

Last but not least, know from the bottom of our hearts that when we do this 4-week series, we are committed to your success. We don't give 100% - we give it 3000%! We will be doing everything necessary to ensure that you are supported, encouraged, and trained. We will read every Facebook Post, Voucher Sheet, and we will put off other things in order to do THIS thing!

Want to know my point in telling you all of this?

Your Sales Directors are willing to give you THEIR ALL. Would you thank them- not with your words - but instead by giving YOUR BUSINESS (which really affects YOUR FAMILY & THE LEGACY YOU LEAVE YOUR CHILDREN) your ALL? God has given us all the ability to do great things with our lives - so let's DO IT!

The highest compliment you could ever give us would be for us to see you at Seminar in a BETTER place because you went ALL IN with this program! SNSD Pamela Shaw once said "You can start a diet in the middle of a bag of potato chips!" It's so true! It's time to do this for YOU!

I'm excited to partner with you as we race towards YOUR SUCCESS (and your Red Jacket ... Career Car ... Directorship ... or whatever is your heart's desire!)

Love & Belief in you,

Heidi Goelzer & The Grit with Grace Goelzer Directors



Meet NSD Heidi Goelzer

Heidi became an Independent Beauty Consultant in July of 1997. After her husband Christopher, a Lutheran pastor, graduated from the seminary she made the decision to quit her teaching job to stay home with her two small children and live on LOVE. Heidi quickly realized that she wasn't good at staying home, as she did not like to cook, clean, decorate, and do all the things expected when one stays home.

Heidi was reluctant to start her business because she had never sold anything before, but she was excited to have some adult time. From a \$7 first party, she went on to earn the use of her first Career Car 10 months later. Heidi realized that anyone could be successful in Mary Kay if they were willing to do the work. She went onto debut as an Independent Sales Director in 1998 and as a National Sales Director in 2012.

Some of her career highlights include:

- Heidi has earned 11 cars - 9 of them being the prestigious Pink Cadillac
- She has completed the National Court of Sales
- Heidi's unit was #1 in the state of WI
- She has lead her unit to complete the:
 - \$300,000 Unit Club
 - \$350,000 Unit Club
 - \$450,000 Unit Club
 - \$500,000 Unit Club 4 times
 - \$650,000 Unit Club 4 times
- As a Sales Director, Heidi earned Top Director Trips 4 times, traveling to Greece, Sweden, Spain & Maui
- She has been a STAR Consultant every quarter but 1 until debuting as a NSD
- She has been on NSD Trips to Beijing, Maui, London, Portugal, Spain, Argentina, Roma & the French Rivera
- She taught the new NSDs from around the world at New NSD Scholar Week

In addition to the all-expense paid trips from Mary Kay, Heidi and Christopher had an opportunity of a lifetime to take Christopher's parents to Paris, fulfilling a life-long dream of her Mother-in-law. She has also earned through her Mary Kay business a trip for her husband and son to hunt in the Arctic Circle, trips to Disney World, Virginia Beach, and Alaska 4 times for her family.

The Goelzer Area has achieved the Gold Circle three times.

Heidi is married to Christopher, a Lutheran pastor, and they have 4 fabulous children:

- Charis who is 25 and at 18, debuted as the youngest Sales Director to debut in her National Area (married to Paul, they have our first grandchild - THEO & Baby Girl on the way!)
- Nathanael who is 23 (married to Mady)
- Anastasia who is 18
- Gabriel who is 10

Heidi loves that God has given her the Mary Kay Opportunity and the blessing to lead the Grit with Grace Goelzer National Area where we empower women to grow SPIRITUALLY, EMOTIONALLY, & FINANCIALLY.



Questions for my Sales Director

Week One

WELCOME

OVERVIEW OF E2E

**ONE-ON-ONE
APPOINTMENTS**

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Welcome to E2E

We are so excited to be participating in a special June edition of Engage to Elevate with all of you. No one could have predicted what our world would look like 3 months ago. I will admit I was so scared for our company and for our future when this pandemic hit. Thanks be to _____ and to our _____ for making our company essential - making hand sanitizers to donate - keeping the lines running to be able to make our product - and keeping us in business so that we can support our _____ and our _____.

We had decided in January to have a June Engage to Elevate - we had no idea the topic would be working _____. We have preached for years that this business is best _____ to face, _____ to toe, _____ to knee, _____ to eyeball :) In fact, we may have even been _____ and _____ at times about this philosophy. We are in no way happy about this global pandemic - we realize it has devastated millions of lives around the globe - AND we are choosing to _____ from it. We have been _____ to learn how to work virtually and we have learned we can do it well. God has prepared our company - with it's almost 57 years of " _____ " philosophy to move into the virtual world WELL!

We understand some of you are _____ this virtual world of business, for some of you this is _____ you have ever known, and for some of you, this is _____. This Engage to Elevate event is designed to challenge you weekly to _____ something new and then to put it into _____. Please take the weekly challenges. Please step out of your comfort zones even a little every week and _____!

Welcome To E2E

"When I am faced with the choice of doing nothing or doing something, I will always choose to act!"

~Andy Andrews

This new world is scary and hard for me too. I have been running my business a certain way for almost 23 years. I will do this _____ you! I will learn and do _____ of you. You are not alone. We will do this together. When I get scared, I repeat a mantra that my NSD friend Leah Lauchlan taught me "I can do hard things."

I am going to ask you to focus on 4 "UP'S":

1. _____ up weekly to go up
2. Don't _____ - turn in your points every week no matter what
3. _____ up to your Sales Director when you are discouraged, disappointed, or scared
4. _____ up to God - He's got you now and always

We are excited to end this Seminar year together and set ourselves up for the best year of our careers! Our virtual world is not going anywhere, and neither are we!

Better Together!

We are enough!

YOU CAN DO IT!

Working 1-on-1 Virtually

Amongst the thousands of thoughts swirling around in our heads everyday _____ are something that can secretly be holding us back from achieving our _____ & _____.

- "I have already tried to schedule them for a 1-on-1 months ago."
- "I don't know how to do a virtual 1-on-1."
- "I don't have any samples to give them."
- "I don't have Facebook or know how to use it."
- "I don't know how to use social media."

These _____ are natural parts of our thought processes and occur when we just don't feel adequate enough or when we might compare ourselves to others.



Subconscious Mind & Conscious Mind Exercise

Why hold a virtual 1-on-1 appointment?

1. Build strong _____!
2. Understand what her customized _____ are.
3. Turn _____ into loyal clients & team members.
4. Build your own _____!
5. Do the _____, seemingly _____ things everyday to see big _____!

*"Turn one into five and
five into 25."*

~National Sales Director Emeritus Linda Toupin



Virtual 1-on-1: The HOW

Remember, the goal of each appointment doesn't change!

Four Wheels of your Full-Circle Virtual Appointment:

1. _____
2. _____
3. _____
4. _____



Virtual 1-on-1 : The HOW

PAMPERING PACKS WITH MK FACIAL KITS!

What to put in them:

Who to send them to:

How to send/deliver:

HOW TO CONDUCT A PAMPERING PACK APPOINTMENT:

Book Follow up
Time

Sell Sets

Get Referrals

Book Career
Chats

SCRIPTS: SEND ONE OF THESE OUT TO 5 PEOPLE NOW!

Hey Rebecca! Hope you are well! During this interesting time in our world I am providing some fun and relaxation from the comfort of your own home with a virtual pampering experience. I would love to mail you your own pampering pack for free! Would you be interested in participating?

Random question... I'm looking for test panel participants to give feedback on our new virtual concept and wondered if you'd like to try it out from the comfort of your home? I can send you all the details if you're interested!



Virtual 1-on-1: The HOW

FACETIME/FACEBOOK/ZOOM FACIALS

How to Book:

How to Conduct:

How to Close:

Samples

No Samples



YOU KNOW HOW TO DO A FACIAL!
KISS! YOU CAN DO IT!



Notes...

Notes...

Week Two

**VIRTUAL GROUP
APPOINTMENTS**

**SHOW & SHARE
(QVC) PARTIES**

ZOOM PARTIES

FACEBOOK GROUPS

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Show & Share FB Parties

Limiting Beliefs:

It's too many _____

It's actually the perfect amount of posts in a timeframe!

I can't do it, I'm not _____ savvy

I can totally learn this simple way to work my business

_____!

The Why:

Who knows what our life/business will look like months from now. It's best to learn now so you can be making money during this interesting time.



Zoom Parties

Limiting Beliefs:

Why do you think ZOOM parties are hard, or that you can't do them? What holds you back from booking them?

What would you like to believe about holding group parties on ZOOM?

Take a minute to write down you **power statement** about the ZOOM parties that you are going to hold!!!



Zoom Parties

Why hold ZOOM parties?

1. _____
2. _____
3. _____
4. _____

HOW do I do it?

HOW TO JOIN A
ZOOM MEETING
FROM A COMPUTER
IT WILL TAKE 5-10 MINUTES FOR YOU TO SET UP YOUR ZOOM ACCOUNT BEFORE YOU JOIN YOUR FIRST MEETING.

1. VISIT ZOOM.US
www.zoom.us
click the blue button: "sign up - it's free!"



2. SIGN UP
Fill out the sign-up form



3. JOIN A MEETING
click "join meeting"



4. ENTER THE MEETING ID
and open zoom.us (a pop up will appear & launch the zoom app)



5. JOIN WITH COMPUTER
Join the zoom with computer audio & camera



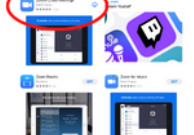
ENJOY YOUR ZOOM MEETING!

You're in!


HOW TO JOIN A
ZOOM MEETING
FROM A TABLET OR SMARTPHONE
IT WILL TAKE 5-10 MINUTES FOR YOU TO SET UP YOUR ZOOM ACCOUNT BEFORE YOU JOIN YOUR FIRST MEETING.

1. FIND YOUR APPSTORE
for iPhone/iPad = App store
for Adroid = Play Store

2. FIND ZOOM
once inside the app store - search ZOOM to find the zoom app & download the app



3. CREATE A ZOOM ACCOUNT
click "Sign Up"



4. TAP +JOIN
and enter the meeting ID



ENJOY YOUR ZOOM MEETING!

You're in!

The Tech:

Zoom Parties

The Tools:

The Process:

RESOURCES:

There is a ZOOM party materials section under Education>Working Virtually on [heidigoelzer.com](#) [{or click here}](#). You will find great tools for coaching your guests. You will find things like: a list of tips to send to guests, blank pic collages you can use for invites, info on how to create a google form to capture guest info AND MORE!



Facebook Lives | Group Parties

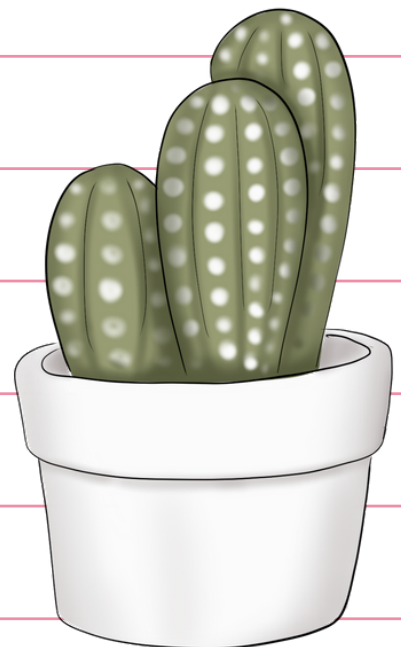
The Limiting Belief:

The WHY:



Facebook Lives | Group Parties

The HOW:





Notes...

Notes...

Week Three

BUILDING YOUR TEAM IN A VIRTUAL WORLD

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Team-Building

I can change your _____ or change your _____

We have 2 avenues of Income:

1. _____

2. _____

Your business is like a _____ with 2 _____!!!

List 3 ways in which your life has been changed because you are in Mary Kay:

1. _____

2. _____

3. _____



Team-Building

Name YOUR limiting belief around recruiting (write 2):

1. _____

2. _____

POWER STATEMENTS to smash your limiting beliefs (2):

1. _____

2. _____

Your _____ will smash _____

_____.

How do you raise your belief?

_____ builds _____ and

_____ builds _____

Team-Building

Build your _____ in our marketing plan:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____ & _____

8. _____

9. _____

10. _____

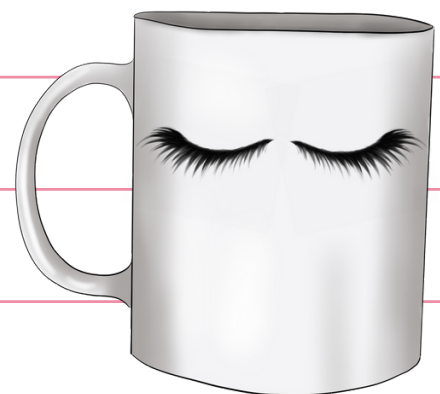
What else???? _____

Team-Building

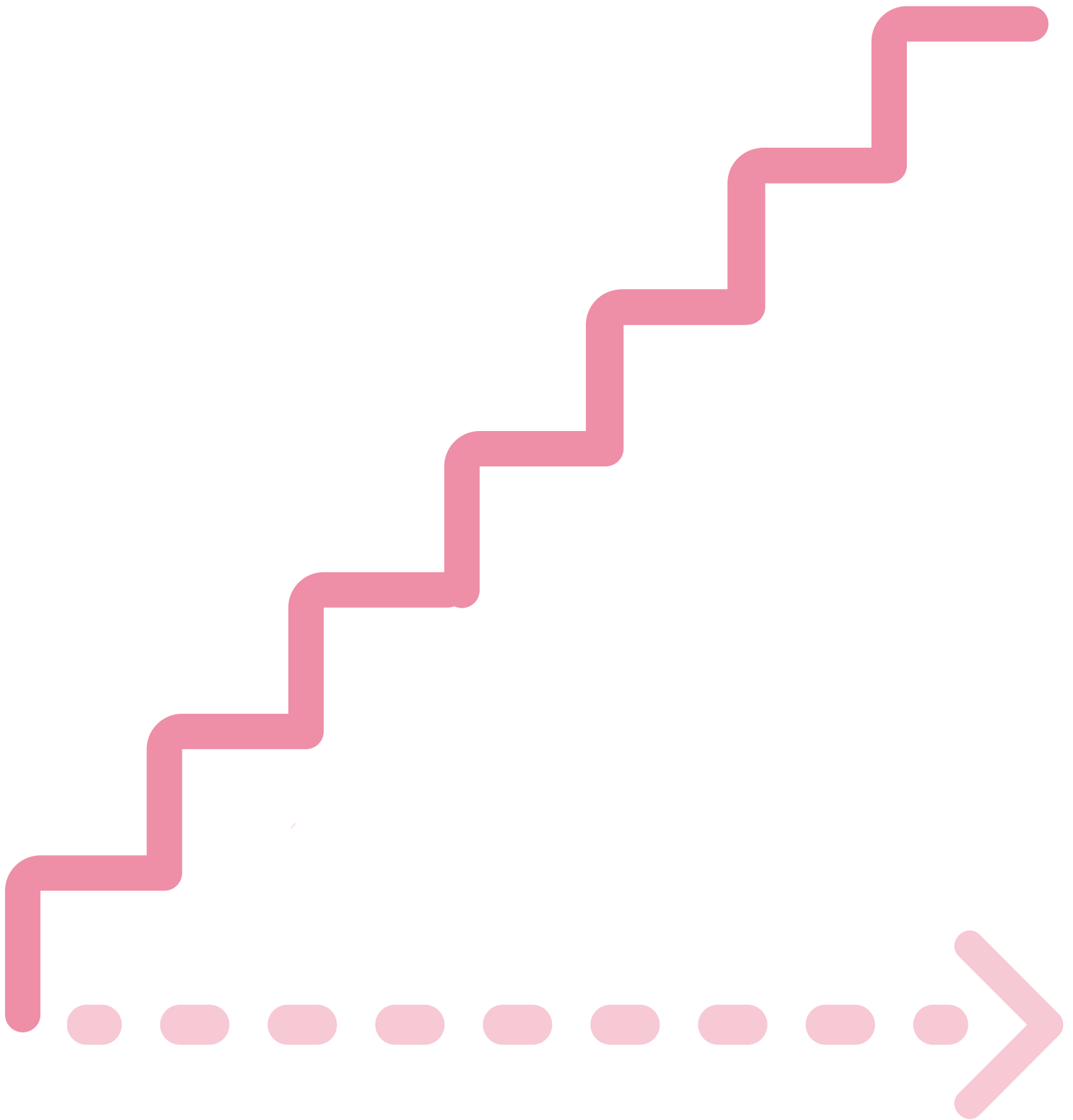
Write an affirmation for team-building.

Affirmation is _____.

Example: I am a person who shares this opportunity with everyone I facial! I have passion about how Mary Kay has changed my life. This opportunity is a gift and my job is to GIVE the gift. It is opened by some, not opened by others. I cannot control what women do with the gift. All I do is GIFT IT. I give the gift of Mary Kay to everyone! I have 5 women who take this gift every month and open it! I may not offer the gift perfectly, but I at least offer it. I pass it on!



Steps to Success

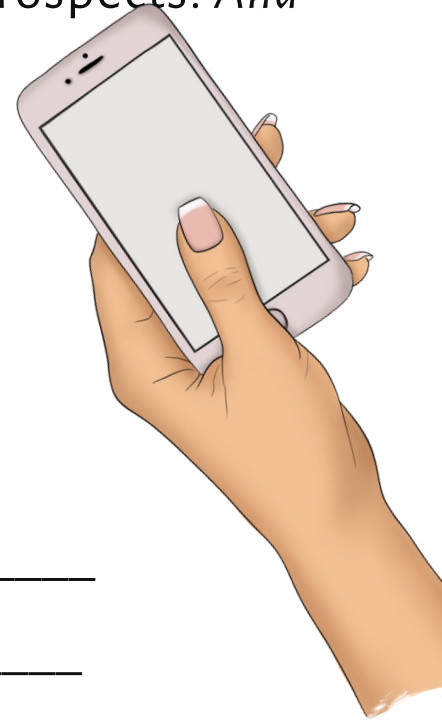


How To build your team

Team Building is the same today as it was before COVID-19. It's still about _____ & _____.

Connection comes from being _____ & _____ all at the same time.

Start your connection virtually. Here are a couple of virtual techniques you can use to connect & layer your prospects. *And layering is key!*



1. _____
 - a. _____
 - b. _____
 - c. _____
2. _____
3. _____
4. _____

If you aren't recruiting a lot of people, it's simply because you aren't having enough _____.

How To build your team

Conversations are the same as before because _____ are still the same as before..

You know about layering - let's talk about the actual "career chat" conversation - Here's what's going to go down:

1. She'll talk about herself
2. You'll ask her some questions so you can listen
3. She'll give you at least 3 reasons why she can't do it
4. You'll ask her questions about those reasons
5. She'll either say yes or no

Your best career chats are going to be the ones where she realizes for herself that she can do this!

So how can you facilitate that?

Here's an overview of your conversation...

1. Have her watch a video
2. Ask her Cheryl Warfield's 5 recruiting questions
3. Overcome objection #1 with a question
4. Ask her the closing question "Great! So if we fixed that, would there be anything keeping you from getting started today?"
5. Overcome objection #2 with a question
6. Ask her the closing question "Great! So if we fixed that, would there be anything keeping you from getting started today?"
7. Overcome objection #3 with a question (this one is usually about fear)
8. Ask her the closing question "Great! So if we fixed that, would there be anything keeping you from getting started today?"

DONE! She either signs or doesn't. If she doesn't, book her for a party before she gets off the phone.

How To build your team

HAVE HER WATCH A VIDEO

SCRIPT: One more quick question. I also need to practice with my sales director how to share the Mary Kay story. I'm a little nervous & I would love your feedback since I know you!! Could you watch this video for me and then let my director ask you 5 questions on the phone about it while I listen in so I can hear how she presents it and take notes?

Here's the video! <http://vid.us/2zt5kd>

I'm not above bribery! So if we get this done within the next 3 days ... How does a 50% off mascara sound??

Here are the 5 questions:

First I just want to ask you a few housekeeping questions:

- What was the password?
 - Was the video too long? Did you think it had enough content that someone could make a decision about if they wanted to start a Mary Kay business or not?
 - If you don't know her, ask "Tell me a little about yourself."
1. Let's use our imagination for a while - in your wildest dreams, if you decided to do what we do, and you bought a starter kit, and we taught you how to do this, and you are accepted by the company - what would you enjoy the most?
 2. What qualities do you have that would make you an asset to Mary Kay? This is the one where it's ok to say something nice about yourself!
 3. It takes 2-3 hours to hold an in-person group appointment, and takes about 1-2 hours virtually - when we combine the appointment with the time it took to invite everyone. So if an average appointment took 2 hours, how many would you like to hold in a week?
 4. If we teach you, will you learn?
 5. Should you decide to join Mary Kay - and I know you aren't interested - It costs \$100 for our traditional kit. I do have inventory, that is not required, but we all know that it's smart because people want their mascara right now - I mean that's why we love Amazon! But that's a separate decision. The first decision, if you should decide to join Mary Kay is how you would handle the starter kit. There are 6 ways to pay for it: check or cash - which are the slowest, or MasterCard, Visa, Discover or American Express. How would you pay for it?

Mary's Answers to the Most Common Objections

TIME - so we talked together about how you said you would want to hold XXX appointments per week. And we talked about how that would profit you XX of dollars. So if you knew that you could make \$XX, would you be willing to actually find that time in your schedule? Would having a Plan B in Mary Kay make you feel more secure that your time spent on it would be worth it?

Ok great! So if we fixed the time and got that worked out, would there be anything keeping you from getting started today?

MONEY - If you did have the money, would you get started today? Ok great! Wouldn't it be great to be in a position to have an extra \$100 if you wanted or needed it? That's what MK can do for you.

*How could you find the \$100 so you could start making money?

*If your electricity got turned off and you needed \$300 to get it turned back on, could you find it?

*ok great when do you get paid?

Ok great! So if we found the money and got that worked out, would there be anything keeping you from getting started today?

*fabulous, let's get your agreement filled out and then I will call you on that day for payment so we can submit it! Ask her questions over the phone and fill out paper agreement

FRIENDS/CONNECTIONS - my experience is, all that is needed, is to do what you can, where you are with what you have. Do you have a handful of friends or family that you talk to? Do they support you? Do they want you to be successful? Great. Part of your starter kit comes with a free virtual launch that I mentor and lead you through with that group of people. Would you be willing to do the launch with me and just see what happens?

Ok great! So if we worked with the people you DO know and got that worked out, would there be anything keeping you from getting started today?

HUSBAND - I certainly respect that! I care about what my husband says as well. What do you think your husband will say?

Ok great! So if he does just want you to be happy and would say yes to supporting you, would there be anything keeping you from getting started today?

FEAR - Would you say maybe you're just a little nervous? Yes?! I was too because HELLO I didn't even think I would be good - and no one wants to start something to be bad at it right?? So let's talk for a second - what do you think would be the WORST THING that could happen? What do you think would be the BEST THING that could happen. Would it be worth it to you to try it out and see? Right, you'll never know unless you try!

Ok great! So if you knew that you were just going to try it out and that you would have all the support you need for me and our team, would there be anything keeping you from getting started today?

Notes...

Notes...

Week Four

WRAP UP

Engage to Elevate

AHA

BFO

WOW WOM WOY

Notes...

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Resources

Mary Kay Intouch:

- > Education
 - > Digital Business Basics
- > Resources
 - > Digital Zone
 - > Digital Assets
- > Video Lounge

heidigoelzer.com

- > Education
 - > Booking & Coaching
 - > Skin Care Class Resources
 - > Working Virtually

Marketing Videos:

The Mary Kay Story (NSD Heidi Goelzer)

https://youtu.be/dZ_Fk-N2kTA

Heidi's Marketing Video

https://youtu.be/fnq_56SwGrQ

Party Forms:

Skin Care Session Feedback Form Template

Color Session Feedback Form

Virtual Party Pre-Profiling Form



