

Grit with Grace

ENGAGE TO ELEVATE

(FORMERLY KNOWN AS PACESETTERS)

series

**Presented by NSD Heidi
Goelzer & her Grit with Grace
Goelzer Area Directors**

Presented live via
YouTube on
Monday evenings:

September 16

September 23

September 30

October 7

**Exclusive
challenges,
resources &
recognition
based on your
career path
status!**

Session times:

4 - 6pm Alaska

5 - 7pm Pacific

6 - 8pm Mountain

7 - 9pm Central

8 - 10pm Eastern

**An educational series like you've never seen
before, designed to elevate you and your business!**

Welcome!

Be sure you are in the
"Engage to Elevate"
group on Facebook!

You will find the weekly video
links there.

"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. To empower you to see beyond today
3. To 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 lives and the lives of the people God has entrusted to you!

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

- Our sessions will begin right at 4pm Alaska /5pm Pacific/6pm Mountain /7pm Central/8pm Eastern I would plan on being at your computer (or whatever device you are using) a few minutes beforehand so you have clicked the YouTube 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 already by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for two hours straight. We need you alert, awake, & giving us feedback! Post to our Engage to Elevate Facebook group as we go along!!! Post 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 Engage to Elevate Facebook group for a new link or instructions.
- Please make sure that you are in the "Engage to Elevate" Facebook Group - this link has been emailed to the address you provided when you registered. 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 YouTube link will change each week and the "Announcement" post of the Facebook group is where you will find it 8 hours prior to each event.
- 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 contract. 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 we go over made available to you.
- We will end at 9pm CST or earlier each night.

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 3,000%! 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 Pam Shaw once said "You can begin a diet in the middle of a bag of potato chips!" It's so true! It's time you 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 live. 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 9 cars - 7 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, Rome & the French Riviera
- 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 four 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 the youngest Sales Director to debut in her National Area (married to Paul, they have our first grandchild- THEO)

Nathanael who is 22 (married to Mady)

Anastasia who is 17

Gabriel who is 9

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.



Week One

Building trust in a guarded world

Welcome

Lead Generating

**How to book (using new
technology/products)**

Who to book

| AHA |
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The Goal of Engage to Elevate

1. _____ you to truly see from your directors that if
_____ can - _____ can!

*"Successful people are just ordinary people with extraordinary determination." -
Mary Kay Ash*

2. _____ you to _____ with _____
words, _____ products, and training on _____
and selling our most important product, _____.

*"Do you know a 5-letter word for hard working / conscientious / reliable /
durable? _____." - Mary Kay Ash*

3. _____ you to _____ more, _____ more, and
_____ more _____, _____ &
_____ than you ever thought possible.

*"You can do anything in the world you want to do, if you want it badly enough &
you are willing to pay the price." - Mary Kay Ash*

Generating Leads

"Everyone has _____ to overcome, but those with great _____ can conquer whatever stands in their way"

~ _____

4 kinds of Lead Generating

| | | | |
|-------------------|-------------------|-------------------|-------------------|
| 1. _____ _____ | 2. _____ _____ | 3. _____ _____ | 4. _____ _____ |
|-------------------|-------------------|-------------------|-------------------|

_____ at your parties are a great way to generate _____ from customers.

Facial Jars are _____ & _____ way to cultivate _____ into your _____. Place a minimum of _____ jars out to really see results.

_____ around your community and _____. Women are so appreciative of our _____ to appreciate them.

_____ with your local _____. They will love having a _____ and you get new leads!

Imagine everyone around you is _____ an _____ that says "make me feel _____!!!"

Carry on the 3 foot rule . . .

THE *Fabulous* GAME

Give a fabulous, relaxing pampering session to your family & friends as a gift!

TO WIN: collect the most points and receive a gift!

| Over 25? | Name | Phone | Prefer call/text? |
|-----------------------------|------|-------|---|
| <input type="checkbox"/> 1 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 2 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 3 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 4 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 5 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 6 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 7 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
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| <input type="checkbox"/> 9 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 10 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 11 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 12 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 13 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 14 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
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| <input type="checkbox"/> 18 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 19 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |
| <input type="checkbox"/> 20 | | () | <input type="checkbox"/> call <input type="checkbox"/> text |

I will treat every family member or friend
with the kindness and respect everyone deserves!
Thank you for supporting my small business!

Your Full Name: _____ Date: _____

Booking - How to . . .

HOW to Book

"Bookings are the lifeline of your business. If you're out of bookings, you're out of business." ~ Mary Kay Ash

PREPARE YOUR SPACE

PREPARE YOUR MIND

PREPARE YOUR WORDS

BE CONSISTENT

REMEMBER WHO SHE IS

Booking - How

Why would today's woman book with YOU?

_____ a need and _____!
We _____ who we are and what we offer! _____
_____!

What we get to offer women:

- A skin care line for _____
- 3D in-depth _____ and _____
- Virtual makeover app
- Naturally line with EcoCert seal from the _____
- _____
_____ anti-aging collection
- Foundations with _____, 12 hour wear, and anti-aging complex

Not so much _____ of makeup and skin care ... people need us to facilitate _____ and _____ because a computer can't do that!

"Enthusiasm is the producer of confidence that cries to the world, "I've got what it takes" without you ever uttering a word of boast. Enthusiasm spreads like prairie fire before the wind. It is the leaping lightning that blasts every obstacle from its path ... Enthusiasm is as contagious as measles and as powerful as dynamite." ~Mary Kay Ash

Booking - How

| Skin Sight | Naturally Line | Foundations |
|--|--|---|
| Resources > Digital Zone-> Apps for your Mary Kay business | Products > Product Central> NEW! Mary Kay Naturally Skin Care | Products > Product Central > NEW! TimeWise 3D Foundations |
| I am now doing 3D imaging and skin analysis with Mary Kay! It's cutting edge technology that analyzes your skin today and what's coming up in the near future and you get a prescription to maximize your skin now and prevent future challenges! I have 10 to give away in September! The first 10 who schedule their analysis session get 30% off an item in their prescription. | New MK Collection- EcoCert (an elite European credential for natural products) There's a moisturizing stick, facial oil, and exfoliating powder that are 100% naturally derived!!! Can I borrow your face to be on my opinion poll? I would value your feedback! | I can now offer exclusive foundation matching sessions! Our exclusive Intellimatch technology captured 3000+ different skin tones to curate our new collection of shades. I would love to help you find your perfect match. Can I borrow your face to experience this new line? |

Remember SAME _____ focus and success . . . using our _____, _____, and _____ to serve our customers best!

contact list

A.K.A. YOUR PRETEND WEDDING LIST

The average wedding in America mails out approximately 150 invitations.

| | | | |
|----|----|-----|-----|
| 1 | 39 | 77 | 115 |
| 2 | 40 | 78 | 116 |
| 3 | 41 | 79 | 117 |
| 4 | 42 | 80 | 118 |
| 5 | 43 | 81 | 119 |
| 6 | 44 | 82 | 120 |
| 7 | 45 | 83 | 121 |
| 8 | 46 | 84 | 122 |
| 9 | 47 | 85 | 123 |
| 10 | 48 | 86 | 124 |
| 11 | 49 | 87 | 125 |
| 12 | 50 | 88 | 126 |
| 13 | 51 | 89 | 127 |
| 14 | 52 | 90 | 128 |
| 15 | 53 | 91 | 129 |
| 16 | 54 | 92 | 130 |
| 17 | 55 | 93 | 131 |
| 18 | 56 | 94 | 132 |
| 19 | 57 | 95 | 133 |
| 20 | 58 | 96 | 134 |
| 21 | 59 | 97 | 135 |
| 22 | 60 | 98 | 136 |
| 23 | 61 | 99 | 137 |
| 24 | 62 | 100 | 138 |
| 25 | 63 | 101 | 139 |
| 26 | 64 | 102 | 140 |
| 27 | 65 | 103 | 141 |
| 28 | 66 | 104 | 142 |
| 29 | 67 | 105 | 143 |
| 30 | 68 | 106 | 144 |
| 31 | 69 | 107 | 145 |
| 32 | 70 | 108 | 146 |
| 33 | 71 | 109 | 147 |
| 34 | 72 | 110 | 148 |
| 35 | 73 | 111 | 149 |
| 36 | 74 | 112 | 150 |
| 37 | 75 | 113 | |
| 38 | 76 | 114 | |

MOVIN UP PLAN
code your contact list
with symbols



HEART someone
you'd love to work
with



STAR someone you
think would be great
in this biz



SMILEY someone
happy who loves
parties



POUND someone
that understands
basic biz skills

Resources

For resources visit our area website:

www.heidigoelzer.com

Click on:

Resources

→Lead Box Sign & Entry Slips

Education

→Booking & Coaching

Miscellaneous Resources:

Fabulous Friends Game (on page 13)

Facial Jars - Dollar Store

Roses - www.woodenroseusa.com

Restaurant Promos - clipboard from Dollar Store

***Be sure to check the files of the Engage to Elevate Facebook Group to access even more resources shared by your Engage to Elevate Teachers!

Week Two

Elevating your Business

Relational Coaching

Relevant Appointments

Advanced Appointments

**Radically Superior Customer
Service**

| AHA |
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Relational Coaching

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve." - Mary Kay Ash

"Aerodynamically, the bumblebee shouldn't be able to fly, but the bumblebee doesn't know it so it goes on flying anyway." - Mary Kay Ash

"Every silver lining has a cloud." - Mary Kay Ash

"Sandwich every bit of criticism between two layers of praise." - Mary Kay Ash

"Pretend that every single person you meet has a sign around his or her neck that says, 'make me feel important.' Not only will you succeed in sales, you will succeed in life." - Mary Kay Ash

"Honesty is the cornerstone of all success, without which confidence and ability to perform shall cease to exist." - Mary Kay Ash

"People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps." - Mary Kay Ash

"We treat our people like royalty. If you honor and serve the people who work for you, they will honor and serve you." - Mary Kay Ash

"Those who are blessed with the most talent don't necessarily outperform everyone else. It's the people with follow-through who excel." - Mary Kay Ash

"No matter how busy you are, you must take time to make the other person feel important." - Mary Kay Ash

Relational Coaching

"A party worth booking is a party worth coaching" - Mary Kay Ash

Why We Coach

This is the basis of coaching! You are showing that you care and want to figure out their skin care needs and help her find the solution!

She ultimately feels important!

Builds your _____ & Relationship

Builds your _____ skills

Builds your _____ in preparation for serving her!

Builds her _____ about her needs being met

Builds your _____ hold rate

Hostess & Party Checklist

Hostess: _____

Address: _____

Date & Time: _____

Phone Number: _____

Hostess Plan: _____

"A PARTY WORTH BOOKING IS A PARTY
WORTH COACHING"
-MARY KAY ASH

FACIAL

IMMEDIATELY AFTER BOOKING

Begin to pre-profile live, on phone, or via text

Have you used MK before? Y N

Is your skin type best described as..?

Dry Normal Combination Oily

Do you have any skin concerns that you would like me to address?

Lastly, I will be putting together a little goody bag of samples for you! Would you prefer...?

Skin care Cosmetics

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my goal! :) I just knew I could count on you! You've always been such a great friend. See you Thursday at 6:30 pm!
<3 Melissa

GUEST TO AN EVENT

IMMEDIATELY AFTER BOOKING

Text Reminder

Hi Martha!! I'm so excited for you to meet my MK Sales Director, Melissa!!! She is going to love you!! 😊
Let me know what you would like for your 50% off item for being my guest of honor? I would love to wrap it up cute and bring it with me. 📦 See you tomorrow night at 6:30!! 📍 [5205 N Ironwood Road Suite #203](#). Let me know if you need extra directions!!

Mail a Handwritten Thank You Card

Martha! It was so nice to meet you on Saturday!! Thank you for trusting me with your skincare routine... it means a lot to me. I just know you're going to fall in love with our Mary Kay Products. :) I'm excited to have you as my guest of honor next Monday at Studio Pink! I'm excited to see you with your new Color 101 look!
<3 Melissa

A COUPLE DAYS BEFORE THE FACIAL

Text Reminder

Hi Martha!! I can't wait to see you Thursday night!! I'm already packed up and ready to go!! 😊 Thank you again for helping me with my 30 faces challenge... so grateful for you my friend! 🙏

A COUPLE DAYS BEFORE THE EVENT

Text Reminder

Hi Martha!!!! I'm so excited for tomorrow!!! Hope you've been loving all your MK products!! Have a great rest of your day!!

AFTER THE PARTY

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my 30 faces goal and kick start my business! I had a blast reconnecting with you. Can't wait to see you again next Saturday @ 2 pm and your friends will love it as much as you did!!
<3 Melissa

AFTER THE EVENT

Mail a Handwritten Thank You Card

Martha! Thank you again for being my guest of honor at Studio Pink! I'm so excited for your follow up party next week! In the meantime I look forward to servicing you with all the products you now love! So glad you won the raffle and can't wait to see all you earn at your party next week!!
<3 Melissa

Relevant Appointments

Change your _____ about _____

Change your _____

| No Longer Use these words: | Instead, use these: |
|----------------------------|---------------------|
| | |
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Change your _____

Change your _____

List 3 dreams you have:

1. _____
2. _____
3. _____

Key words to schedule:

1. _____ vs Party
2. _____ session with me and some girlfriends
3. I would love your _____
4. I am _____
5. Everyone is _____ their new skin care analysis session

Personalize your _____ to _____ with _____

Relevant Appointments

4 Key elements of an appointment:

1. Finding your next _____
 - a. _____ bag vs _____ bag close
 - b. Giving 3 options to sign up:
 1. _____
 2. _____
 3. _____
2. Scheduling her _____
3. Getting _____
4. Selling _____

FUN ideas: Get to know your "New Friends"

How to have fun at your sessions!!!

1. Play _____
2. Play _____
3. Build _____ - by asking _____
4. Create your _____

List 5 qualities you want for your MK Culture:

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

Savvy Shopper



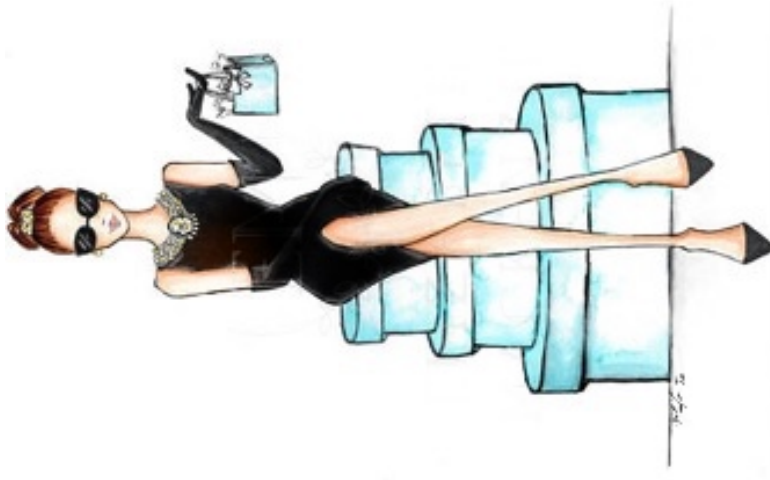
50% savings

Side Gig



50% profit

Smart Money



profit - prizes - promotion

hostess tracking sheet

Hostess Name: _____ Cell #: _____ 1st/2nd/3rd

Location: _____ Date: _____

Hostess Credit: _____ 48-hour guest RSVP hostess bonus: _____

Pre-profile Text: ___ Red Stamp sent w/script: ___ 48hr text RSVP hostess gift: ___

Lock in RSVP's or release date: ___ Confirmation text food & parking instructions: _____

| Name/Cell: | Uses MK: | SWAG: | SKIN: | Concerns: | Notes: |
|------------|----------|--------------------------------|--|---|--------|
| 1 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 2 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 3 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 4 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 5 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 6 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily /large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 7 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |
| 8 | | Skin/ Color Lip/ Lash | Ivory Beige Bronze Found SPF | dry/normal/ combo/oily large pores/pimples oily t-zone/dry patches rosacea /eczema dark under eye/wrinkles | |

Total Guests: _____ Sales: _____ Sets: _____ Bookings: _____ Shares: _____

Follow-up Notes:

Advanced Appointments

Mary Kay Party 2.0 {Happy Skin Hour}

Our _____ rests on "three simple and beautiful ideas"

1. _____
2. God first, Family second, Career third
3. Our belief in the beautiful _____ inside each and every human being

Our mission - adhere to those three ideas and apply them to _____
_____.

Corporate is giving us all the tools we need to stay _____
_____ while serving today's woman. We MUST grasp onto them _____!

Focus Group's Feedback:

1. 1 or 1 1/2 hour length
2. Very impressed with _____
3. Virtual Makeover App -Mirror Me = _____
4. Can learn how to apply makeup _____
5. If they have time to gather their friends, they want to _____
_____ and play with makeup - not sit and listen to a presentation.

Happy {Skin} Hour is born!

Happy {Skin} Hour

Happy {Skin} Hour

Definition: An _____ full circle skin care party that allows women to get a _____ and try their _____ on the spot while _____ with their girlfriends.

Skin Sight App is the star of the show!

- Ring light for evening parties
- Customer faces window during the day
- Customer sits and you stand
- Customer tilts chin up

Brief overview of Happy {Skin} Hour:

1. Guests do Satin Hands & Satin Lips at sink
2. All sit together at table for intros and Pg. 1-17 in Flipchart (Condensed)
3. Guests wash their face at sink with their _____ choice of cleanser.
4. Each guest comes to you for their _____, gets their prescription _____ to them, and then heads back to the table to choose their _____ products to demo. Other guests are filling out their _____ and socializing while waiting for scan.
5. They match each other's _____
6. Hostess does her own _____ while you are doing scans and you give her 3 tips.
7. Come back to table for "games" _____, _____, _____, _____, _____.
8. Give _____ for guests to play with while they are waiting for individual close ... _____ virtual makeover app!
9. They text you which look they want to try from the _____ at their own Happy Skin Hour!

Use all or part of this idea to serve you as you represent the best beauty brand in the world!

Radically Superior Customer Service

The Golden Rule: _____ others how you wish to be _____

The Golden Rule is the _____ upon which all other interactions are built.

What is the Mary Kay Customer Service Advantage?

This is customer service based on _____!!! Our clients cannot get that kind of interaction at the drugstore or department store. As an Independent Beauty Consultant, YOU get to build relationships with your customers and make them feel important.

"There are no traffic jams on the extra mile." ~ Zig Ziglar

Try this rule of thumb: _____ promise & _____ deliver to your clients.

List examples of this below:

Radically Superior Customer Service

SATISFACTION GUARANTEED

Our company stands behind its products when sold by Mary Kay Independent Beauty Consultants.

Let's get to know this option so we can be proud of what the company does for us!

If a customer is not completely satisfied with any Mary Kay product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to you.

If you are no longer active and the customer has proof of purchase, they may return it to the company.

There is no limit as to amount of purchase or time for return and whether or not returned products have been partially used.

Access the Product Replacement Form on Mary Kay Intouch under the Ordering tab.

The Mary Kay Satisfaction Guarantee creates _____, _____, and _____.

Loyalty is the most priceless _____ in your business.

Radically Superior Customer Service

Ideas for creating strong relationships & bonds with your clients

| | |
|--|--|
| Birthday & Anniversary Programs | |
| Loyalty Rewards | |
| Semi-Annual or Annual Events | |
| Two days, Two Weeks, Two months | |
| Be an investigative reporter in your own business. | |

Go to School on relationship-building

Resources

For resources visit our area website:

www.heidigoelzer.com

Click on:

Resources

->Happy Skin Hour (dropbox link with all resources)

Skin Care Class Resources

-> Hostess sheet / placemats / flip chart inserts

Booking & Coaching

-> Coaching Checklists

www.marykayintouch.com

Click on:

Product Central ->New! Mary Kay Naturally

***Be sure to check the files of the Engage to Elevate Facebook Group to access even more resources shared by your Engage to Elevate Teachers!

Week Three

***Maintaining & Caring For/
Serving your Tribe***

Savvy Social Media Presence

Team Building

Team Keeping

AHA

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BFO

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Savvy Social Media Presence

Social Media

Complete guidelines from Mary Kay are found on marykayintouch.com under resources > legal > additional information and forms > Legal Ease

Guidelines:

1. No _____ products on unauthorized sites, aka Everywhere!
Examples: _____

2. No _____ a MK sale on your personal MK page that can be seen by everyone. Instead

3. Your _____ so try to use verbiage that is approved by Mary Kay to avoid false claims.
4. Talk about, honor, and follow the Mary Kay _____

Mary Kay Inc. stands behind its products sold by Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay product purchased from an authorized Mary Kay Independent Beauty Consultant, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

Savvy Social Media Presence

STRATEGIES:

Why work on Social Media?

Social Media can truly enhance your business BUT it will never be your only source of business...

Create your personal business page or group that just has your customers in it. This is how you can post sales and specials for just your customers to make sure that you are honoring Mary Kay Ash. She never wanted us consultants to steal other customers. To honor that is keep your sales to yourself

Savvy Social Media Presence

SIGNIFIGANCE:

What do I post?

Words of Wisdom from Mary Kay Ash:

It is very important for each of us to maintain the "Mary Kay image" at all times. Hotel managers frequently write me after a function has been held in their hotels. Their letters say that we have the finest, best-mannered, best-dressed and most beautiful women in any organization in America -- and I agree! At the time of a Mary Kay function, we are "putting our best foot forward." I believe that every time we step out of our homes, we are representing "Mary Kay." Someone once said, "You are the only Bible many people will ever read." The same is also true with our image. Sometimes the image someone else has of you is determined by the way you look when you go to the grocery store or to pick up your children. Remember when we decided that if we were going to be Beauty Consultants, then we would have to project beauty all the time! We decided that we would never be seen in public unless we looked our best... Please remember that YOU are "Mary Kay" to every single person you meet. Please help us maintain and uphold, every day, the beautiful image we have earned over the years. (September 1980 Applause From the Heart)

What not to post?

Team-Building

Elevate your Team Building

First the _____ then the _____

Always remember the principle in every _____ and _____ . The principle is more _____ than the practical.

Principles by Mary Kay Ash

Miracles Happen pgs. 173-174

1. The greatest asset of our company is our _____. Because we are not only in the cosmetics business, but in the _____ business.
2. Our whole reason for existence is to give people the _____ to enrich their lives.
3. But over the course of time it's the strength of a company's _____ that will determine whether or not it endures.

The Mary Kay philosophy rests up on three simple and beautiful ideas.

1. The first and most important is the _____
2. The second cornerstone of our philosophy is our belief in the right priorities:

3. Our third cornerstone is our belief in the beautiful _____ inside each and every human being.

Team-Building

PRACTICAL APPLICATION:

1. Apply the Golden Rule, Elevate her Trust

Treat her the way you want to be treated. Get out of _____, and into _____.

How?

I don't try to fix her _____.

Pay undivided _____ to her - Free from physical distractions or petty prejudicial distractions.

2. Apply the Order of Priorities, Elevate her Curiosity

You want to _____ women, not _____ them.

How?

Create healthy _____.

Always _____.

Be _____.

Learn & listen to how to address concerns that _____ cares about.

Team-Building

3. Apply Belief in everyone's potential, Elevate her Confidence

3 Ways to be a part of enriching women's lives:

1. _____

2. _____

3. _____

Use a _____ so that every person has the opportunity to see their potential with MK.

Remember, you should not do it _____ her.

4. Common Team-building Concerns for Consultants & Mary's Top Communication Tips!

1. I don't know what to say or which questions to ask:

2. What if I seem pushy?

3. I can present MK, but I can't get them to sign:

4. Feel, Felt, Found:

Could we perhaps address any more of these concerns with Mary Kay principles? Are you learning more about this by closely working with your mentor & director?

recruiting is a layering process

| Name & Phone # | Has tried product | hostess | Preferred hostess | Attended a guest event or weekly meeting | Listened to a video | Career survey completed |
|----------------|-------------------|---------|-------------------|--|---------------------|-------------------------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
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| 20 | | | | | | |

common team building objections

BE PLEASANTLY PERSISTENT IN OVERCOMING HER OBJECTIONS SINCE USUALLY THE FIRST 2 OR 3 ARE FLUFF OBJECTIONS WHEN THE 3RD OR 4TH ARE THE REAL DEAL.

TOO BUSY OR DON'T HAVE TIME

What would be a reason that you would want to get started? Could we take a moment & write down your schedule to show you how you can achieve that through a Mary Kay business? [Have her complete a Weekly Plan Sheet & using the average of \$200 retail per party, show her how it can be achieved] Would you like to get started as a new business owner & start working with me today?

DON'T KNOW ENOUGH PEOPLE

Do you know at least one person over 21 with skin? If you can learn how to turn that one person into more customers in Mary Kay, would you be willing to try? Would you like to get started as a new business owner and start working with me today?

NOT THE SALES TYPE OR DON'T WANT TO BE PUSHY

When was the last time you told someone about a great restaurant or movie, etc.? We do the same. We offer suggestions while teaching skin care from a try before you buy and give your opinion approach. If they like it great, if not, we don't pressure them because then they won't like us. If you can learn how to be the genuine you as you ask others, would you be willing to try? Would you like to get started as a new business owner and start working with me today?

DON'T HAVE MONEY

How do you see yourself benefitting from Mary Kay? Could I offer suggestions on how others have purchased their starter kit? Do you have access to a credit card? Who do you know that loves you that would give you the money to get started? Do you have 10 people that would loan you \$10 each? Would you like to get started as a new business owner and start working with me today?

I NEED TO TALK TO MY HUSBAND

I absolutely respect that communication with your husband. First, can I ask that if your husband supported you in the decision, what would your choice be? What would you say to him about starting a Mary Kay business? What do you think your husband might say? Would you like more information to take home and share with him? Would it be okay to setup a call tomorrow after you chat to see what he says or if he has any questions? If he says no we'll keep you as a fabulous customer and if he says yes then we'll show you how to get started and schedule your first training.

I DON'T WEAR MAKEUP

Do you feel taking care of your skin is important? (if she says no, you may not want to recruit her) Would it surprise you to learn that we sell mostly skin care rather than makeup? Would you want to learn how to apply makeup through our training? If you could learn, would you like to get started as a new business owner and start working with me today?

NOT RIGHT NOW, MAYBE LATER, CALL ME BACK, NOT A GOOD TIME

If you were to do Mary Kay what would be your reason? For that reason, would you be willing to give it a try? Would you like to get started as a new business owner and start working with me today?

I KNOW SOMEONE WHO FAILED & DIDN'T MAKE MONEY IN MARY KAY

Have you ever worked with someone who quit their job? Did her quitting keep you from being successful? The same is true in Mary Kay. We each have our own opportunity and what we do depends on us. Plus, we don't fail just decide it's not for us and move forward. If you can learn, would you like to get started as a new business owner and start working with me today?

I'M TOO SHY OR I'M NOT OUTGOING

What do you think are your best qualities or strengths? If I teach you how to work from your qualities and strengths without being someone else, would you like to get started as a new business owner and start working with me today?

I NEED TO PRAY ABOUT IT

May I ask you a question? Have you been praying for something specific either today, this week or this month? Do you feel Mary Kay could be that answer for you? Would you like to get started as a new business owner and start working with me today?

UNWILLING TO SAY YES OR NO AFTER OVERCOMING OBJECTIONS

(Use your heart or intuition here) May I ask you a question? Do you think you may just be scared? What are you scared of? What's the worst thing that could happen to you? And now what's the best thing? Would you be willing to step outside of your comfort zone to get started as a new business owner and start working with me today?

Career Chat Guide

DATE

PROSPECT NAME

CONSULTANT NAME

Basic Agenda:

1. I'll ask you to tell me a little about yourself so I can get to know you better.
2. We will chat about if MK might be a good fit for you.
3. I'll answer any questions you may have.
4. At the end, I will ask if you would like to join me in MK. :)

Does she...

| | | |
|--------------------------|-----|----|
| use the product? | Yes | No |
| hostess for a party? | Yes | No |
| watched marketing video? | Yes | No |
| guest at an event? | Yes | No |

STEP 1: YOU

Tell me about you!! What's your story? _____

What do you love most about what you do? _____

What would you change, if anything? _____

What do you value or need most in your life right now? _____

Ok... kinda deep, but if you were to imagine your dream life 5 years from now... what would it look like? _____

STEP 2: MK?

What has impressed or surprised you the most about everything you've heard about MK so far? _____

What do you believe your strengths are? _____

How do you see yourself benefiting from this business opportunity? _____

How would this opportunity serve you and your family? _____

STEP 3: ANY QUESTIONS

If I only had 5 minutes to share some facts with you about MK, what would you want to know? _____

STEP 4: WHAT DO YOU THINK?

I think you would be really great at this because _____!

What do you think? Could you ever see yourself doing what I do? _____

Is there any reason why you wouldn't want to go ahead and get started with the kit? _____

NOTES OR OBJECTIONS

Team-Keeping

How to earn more "Great Start Keep Selling" bonus bundles?

How to earn more "Great Start Team Building" bonus bundles?

What do I all get from having a Qualified Team member join my team during my "Great Start Time Frame?"

1. _____

2. _____

3. _____

Bestie Bundles!!!

What is my job as their new recruiter?

Great Start App:

PCP:

GREAT *Start* Ready, Set, Sell



GREAT *Start* Keep Selling!

The rewards keep coming! As you sell more and grow your business, you can earn Essential Product Bonus Bundles valued at approximately \$100 each.*

Here's how it works:
Each time you reach \$600 or more in cumulative wholesale Section 1 product orders within your first four months, you'll get a free Essential Product Bonus Bundle valued at approximately \$100.



5 bundles to choose from

Resources

For resources visit our area website:

www.heidigoelzer.com

Click on:

Teambuilding/Marketing

- > Recruiter Checklist
- > Overcoming Objections
- > Career Chat Guide

www.marykayintouch.com

Mary Kay University
Great Start Program

***Be sure to check the files of the Engage to Elevate Facebook Group to access even more resources shared by your Engage to Elevate Teachers!

Week four

Succeed to Serve

NSD Heidi Goelzer's Closing Thoughts

