

class conscious

... the making of a 10-show week

Do thoughts of “motivation” and “momentum” create a rush of excitement on your business radar? Do success words cause you to click into recap mode, recalling your recent successes, re-evaluating results to improve your best performance? Then again, have you ever truly tested your known limits? Mary Kay Ash was

a master at helping women expand their vision. Independent National Sales Director Janis Z. Moon often saw Mary Kay in action and was influenced by her example. When Janis issued a 10-show-week challenge to the women in her National Area, she was calling upon a tried-and-true Mary Kay method ...

Nuts and Bolts Before Sweet Rewards

Last June, back when Janis was considering the challenge, reality came knocking. She knew she had to do what she expected of others, but she had no customers, and besides, it had been 12 years since she'd held a skin care class. She'd have to call Independent Sales Directors in her area for tips, and they had good-humoredly ribbed her about her ability to meet the goal. "My husband videotaped me opening a new Starter Kit, and he kept the tape rolling while I called people for bookings," Janis reveals with a laugh. She devised an "I Want You!" poster with her face in place of Uncle Sam's and announced to her area that the challenge would launch at Seminar 2007. That was it. No backing down. "On area night, I showed Eric's spoofy DVD of me making all those booking calls," she says. "Along the way, I had doubts, but I just kept reminding myself of Mary Kay's adage, 'The speed of the leader is the speed of the gang.'"

To start, Janis made a list of contacts through her church, her children's friends and other associations, and asked for their help. "They all rose to the occasion. I arranged 10 classes, some double-booked, within three days and sent a reminder postcard after each booking." She tucked in an issue of *The Look* from which hostesses could choose an incentive. The first class cancelled two hours before starting time, but she rebooked it for the next night. "We definitely raised the bar!" she says with a twinkle. "About 80 percent of those who held even a five-show week were able to reach their Star Consultant targets early. Contemplating the power of positive intention, Janis poses a thought-provoking proposition. "Just think: If every independent sales force member kicked off the first week of every month with a five-show week, the resulting sales and prospects would be unbelievable. Sometimes we don't know our own capabilities until we put ourselves to the test!"

Those who answered Janis' challenge learned about themselves and their businesses as they stretched their horizons. Journey with them as several discuss their epiphanies along with their efforts.



Independent Senior
Sales Director
Deborah Alliano

"I had never held 10 classes in one week, and I was inspired that Janis did it right along with us. When your Independent National Sales Director calls to find out how to use her Starter Kit and which products to show at skin care classes, you know she's really going to hold those classes. How could you not do them yourself? As it turned out, holding classes was the easy part. Setting them up, preprofiling and getting them to 'stick' was the real work. You just have to be diligent and make the phone calls. Even so, it's still more fun than what most women do at their J-O-B. I learned that when a woman really sets her mind to do something, nothing can stop her. I met new women, gained new customers and a few new team members and made money. Who knows? At the end of *your* 10 classes, you could be on-target for a Career Car!"



Independent Future
Executive Senior
Sales Director
Mary Lou
Ardohain

"When Janis said she was going to have a 10-class week, I knew I needed to do that too. We Independent Sales Directors needed to lead our units the way she was leading us. Mary Kay said the way we lead is 'by example, by example, by example.' I double-booked several classes, and at the end, I felt exhilarated and ready to do more! It's fun being out there in the field. Everyone I talked to had such a great time. I loved the sheer energy of the experience. I had excellent product sales and got some fabulous new customers and one new team member. Why do we spin our wheels and try to rewrite the book? It's already been written! Since I did it that week, more women in my unit are holding classes, and I'm grateful that they're working their businesses. It's amazing what we can do once we put our minds to it!"



Independent Senior
Sales Director
Cheri Reuter

"Just thinking about such a challenge can stop many women. It was overwhelming for me too. But if my Independent National Sales Director was going to do it, I needed to do it too! Preparation was the key. I got plenty of issues of *The Look*, Color Cards and other samplers. Then I taped a lip liner, eyeliner and lip gloss to each Color Card. I put all the products for a class in my Travel Roll-Up Bag and readied my mirrors and trays. I labeled Styrofoam® trays with product initials, and my hostess helped me fill trays before the classes. I packed disposable washcloths and cotton balls with the trays. Finally, I held some classes at my house because once the house was clean, why not? Hostesses brought a small dessert or snack for their guests. The better the service we provide our customers, the easier we make it on our customers, the more likely they'll be to help us achieve our goals!"





Independent Future Executive Senior Sales Director
Kimberley Victor

“For those who are ‘on the fence’ about this type of event, just JUMP. It’s so worth it! The scariest part is getting started, but it was great having a goal to work toward, knowing that the finale would be a sense of accomplishment. The customers you’ll meet will be excited for you, and they’re ‘not shy to buy.’ Women love to help and encourage one another. Mary Kay Ash knew that all along. This challenge put the fire back in me, and that alone is exciting! My reorder business has grown, and that goes along with building your core customer base *every time*. Not completing the challenge never occurred to me. If you’re afraid to move forward because you might fail, just remember, if you never start, you’ve already failed. What have you got to lose?”



Independent Senior Sales Director
Cathy Calabro

“I’ve been in the Queen’s Court of Personal Sales 18 times and have more than 400 customers. But I had never, ever held 10 classes in one week! But I believe in rising to the occasion, so first, I made a list of 10 potential customers and called them to explain the contest. I booked two, then three classes, and I continued until I had booked all 10. By the time the contest was over, I had held 11 classes, and enjoyed great sales and recruiting results. One of my new unit members held six classes in October. She’s enjoying her Mary Kay business while working full time as a software engineer. Another didn’t complete the five-show week, but she planted seeds for future sales. She’s enjoying the personal growth and positive environment she doesn’t receive at her full-time job. A third new member recruited her daughter during a five-show week, and they’re building their businesses together.”



Independent Senior Sales Director
Michelle Correll

“I was one of those who wasn’t sure how I’d do. I have a busy home with five kids, and I thought, ‘Wow, a 10-show week! Are you kidding?’ But my family got on board and cheered me on. When I booked an appointment, we would all do a dance, and then I would get right back on the phone! I had a great sales and recruiting week. I found when you tell customers you’re in a National Area contest, they want to be part of that. My unit got the bug, and it was amazing to see belief barriers breaking and women holding onto Mary Kay’s dream. And to see Janis, our *very amazing mentor*, showing us how to do it! Incredible! We’re so blessed that she’s not afraid to get in the trenches with people and teach us what Mary Kay would be teaching if she were here today. I love how this challenge turned into a meaningful journey. When you’re having fun along the way, the destination doesn’t seem far away!”

Independent National Sales Director Janis Z. Moon called upon the women in her National Area to outdo themselves – Mary Kay style! Pictured are independent sales force members who enjoyed the sweet rewards of Janis’ chocolate-and-pajama party:



(from l to r) Row 1: Independent National Sales Director Janis Z. Moon

Row 2: Mariah Myton, Savannah Doehne, Elena Aguirre-Gillam, Paula Fuller-Levand, Diane Covington, Kathy Pfalzgraff, Toni Moore, Lia Carta, Cathy Calabro

Row 3: Rachel Hewitt, Jill McCann, Julie Majnarich, Dee Johnson, Ashley Hernandez, Cori Schroer, Deborah Alliano, Julie Strupeni, Francene Anderson, Lori Lagerstrom, Agnes Dugan

Row 4: KimLien McBride, Evona Stonebarger, Pattye Marquis, Stacey Brown, Fortune Leon-Guerrero, Cassandra Patterson, Michelle Bischoff, Mary Lou Ardohain, Adriana Zidek, Jessica Villareal, Sharon Durant, Jane Hahn

Row 5: Katrin Crow, Ann Nicolodi, Kari Romano, Michelle Correll, Lucinda Skelton, Kimberley Victor, Dee Hawkins, Kathy Martinez, Kimmi Porter

Row 6: Sabrina Paynter, Natalie Craven, Sandi Harrison, Jane Chambers, Nikki Wrzesinski, Stefanie Redahan, Trish Fontes, Nancy Bryle, Sheri Randall, Rosalyn Daily, Janine Greenwald

Row 7: Tamara Watson, Terri Price, Inya Creswell, Heather Shields, Angela Manuel

Independent Achievers not pictured: Autie Bayaban, Aubrey Dyer, Camelia Houston, Katherine Howell, Mary Ann Kenmuir, Cheri Reuter, Cheri VanValkenburg, Shay Whitehead