

Wealthy Walker Area

2020 Vision

you can do it



SNSD KYM WALKER

SNSD KYM WALKER LEADERS LETTER

JANUARY 2020 / DECEMBER RESULTS

Leadership Lessons from the Top!

It gives me great pleasure to share my life-changing experiences with you.
Never Stopping Dreaming about your future & making sure that you attach yourself to a STAR.

When I began my Mary Kay business over 30 years ago Shirley Hutton #1 EENSDE was my Ind. National Sales Director last, and as my primary successful role model in the company I believe that I could have it all. As one of the most successful National Sales Directors in Mary Kay history, I was blessed to learn many, many success principles from her work ethics.



A. If you don't have control of your personal life you will not be successful in your business.

B. IF IT IS TO BE, IT'S UP TO ME!

C. Be Clear on your purpose and reasons for your Mary Kay business.



And many more.
Her MK NSD Song: The Greatest Love of all!

Celebrating her 90th birthday in San Francisco was a very impactful event that allowed me to experience fulfillment in a full-circle way.

Be inspired by this! Stories demonstrate benefits of long term relationships and the rewards that you get to enjoy when you climb the ladder of success to the top.



Belief & Love,
Kym

Area & Consultant Success Year-To-Date 2019-2020



Top Area Consultants Court of Sales (As of Jan. 1, 2020)

On-Target Queen's Court of Personal Sales \$40,000 Retail earns National Queen's Court (Average \$3,333 a mo/retail)



On-Target \$20,000 Retail earns Walker Area Princess Court. (Avg. \$1,667 a /mo)



On-Target Consultants Queen's Court of Sharing 24+ qualified recruits achieve Queen's Court. (2 a mo. Avg)



Walker Area Princess Court! 12 Qualified recruits. (Avg. 1 a mo)



Consultant	Director Name	Total RetailYTD
Marilyn Harris	Kym Walker	\$ 12,294.00
Shelley Boshier	Mellissa Hudson	\$ 9,087.20
Delah Kudjiku	Mellissa Hudson	\$ 8,824.60
Theresa Collins	Venita Pettway	\$ 8,681.50
Sylvia Mozee	Mellissa Hudson	\$ 8,413.50
Marion Mullings	Mellissa Hudson	\$ 8,235.50
Linda Brevard	Mellissa Hudson	\$ 8,227.00
Shelia Little	Kym Walker	\$ 7,680.50
Shelia Lockhart	Kym Walker	\$ 7,543.00
Christine Bennett	Kym Walker	\$ 7,343.00
Paulita Todhunter	Venita Pettway	\$ 7,134.00
Aundra Lipscomb	Kym Walker	\$ 6,894.00
Karissa Gibson	Venita Pettway	\$ 6,890.10
Tara Leonard	Venita Pettway	\$ 6,865.00
Marsha Gibson	Kym Walker	\$ 6,827.50
Marcia Tavita	Wanda Talley	\$ 6,017.00
Detra Williams	Mellissa Hudson	\$ 6,007.70
Samantha Hoffman	Venita Pettway	\$ 5,892.00
Marilyn Ledbetter Johnson	Kym Walker	\$ 5,631.10
Yvette Sellers	Mellissa Hudson	\$ 5,508.40

Top Area Court of Sharing (As of Jan. 1, 2020)

YTD Director Personal Court of Retail Sales	
Wanda Talley	\$20,707.40
Pamela Davis	\$11,420.00
Mellissa Hudson	\$ 9,348.50
Venita Pettway	\$9,146.00

Consultant	Director or Unit	Seminar Commission Amount	Commis-Qualified Team Member
Pamela Davis	Senior Sales Director	\$ 167.83	2
Mellissa Hudson	Sales Director	\$141.57	1
Delah Kudjiku	Mellissa Hudson	\$58.58	1
Marion Mullings	Mellissa Hudson	\$ 33.50	1

POWER START YOUR 2020!

Go for 30 faces in 30 days.

BOOK YOUR POWER START & EMAIL ME!
Let's do this together!
You can download tracking sheets & scripts on Intouch!

Celebrations
FEBRUARY
Unit Anniversaries
None
Directors' Birthdays
None
Directors' Anniversaries
None

Dec. Unit Agreements
(10+ earns photo recognition)
VENITA PETTWAY 1

Dec. Director's Personal Recruiting 2+
(5+ photo recognition)
Whose life could change by offering a Mary Kay career?

On The Road to Success REQUALIFICATION - WANDA TALLEY GRAND ACHIEVER
PAMELA DAVIS GRAND ACHIEVER

Our IncREDibles!



Who is Ready to MOVE UP?

Aundra Lipscomb - Walker Unit
 Christine Bennett—Walker Unit
 Sheila Lockhart-Walker Unit
 Cynthia Payton Carter -Walker Unit
 Annie Sellers -Walker Unit
 Angela Johnson -Hudson Unit
 LaToya Bell - Pettway Unit
 Paulita Todhunter—Pettway Unit
 Candace Yates - Pettway Unit
 Cheryl Fleming - Davis Unit

STAY TUNED FOR EXCITING RED UPDATES!

Sr. Consultants (12/31)



Delah Kudjiku—Hudson Unit
 Marion Mullings—Hudson Unit
 Yvette Sellers—Hudson Unit
 Aliza Troutman—Hudson Unit
 Brittney Thomas—Davis Unit
 Karissa Gibson—Pettway Unit
 Donetta Jackson—Pettway Unit
 Evelyn Belvin-Fowler—Talley Unit
 Vera Tann—Talley Unit
 Benide Clerizier— Walker Unit
 Marilyn Harris—Walker Unit
 Camelia Johnson—Walker Unit
 Dorothea Lester—Walker Unit
 Meshelle Merritt—Walker Unit
 Roberta Sanders-Smiley— Walker Unit
 Anita Sullivan—Walker Unit
 Carla Sykora—Walker Unit
 Tanya Thompson—Walker Unit



Wealthy Walker Area Has...

2020 VISION



<p>February 2020 <i>be the one.</i></p> <p>Monday Night Live with National Kym Guest Event & Consultant Training 6:30pm sharp, 2128 Remount Rd, Charlotte, 28208</p> <p>Check you intouch site monthly for: Project Beehive Workshops & Live Zoom Events Click on Events and then Project Beehive for details.</p>	<p>March 2020 <i>be connected.</i></p> <p>Monday Night Live with National Kym Guest Event & Consultant Training 6:30pm sharp, 2128 Remount Rd, Charlotte, 28208</p> <p>Check you intouch site monthly for: Project Beehive Workshops & Live Zoom Events Click on Events and then Project Beehive for details.</p> <p>March 20th—21st, Career Conference March 23rd—24th, Career Conference March 27th—28th, Career Conference</p>
<p>April 2020 <i>be a people magnet.</i></p> <p>Monday Night Live with National Kym Guest Event & Consultant Training 6:30pm sharp, 2128 Remount Rd, Charlotte, 28208</p> <p>Check you intouch site monthly for: Project Beehive Workshops & Live Zoom Events Click on Events and then Project Beehive for details.</p> <p>22nd—25th, New Director Education, Frisco, TX</p>	<p>May 2020 <i>be a miracle-maker.</i></p> <p>Monday Night Live with National Kym Guest Event & Consultant Training 6:30pm sharp, 2128 Remount Rd, Charlotte, 28208</p> <p>Check you intouch site monthly for: Project Beehive Workshops & Live Zoom Events Click on Events and then Project Beehive for details.</p> <p>20th—28th, NSD Trip, Alaska</p>
	<p>June 2020 <i>be driven.</i></p> <p>Monday Night Live with National Kym Guest Event & Consultant Training 6:30pm sharp, 2128 Remount Rd, Charlotte, 28208</p> <p>Check you intouch site monthly for: Project Beehive Workshops & Live Zoom Events Click on Events and then Project Beehive for details.</p> <p>July 2020 21st to 24th Seminar 2020, Dallas, TX</p>

ARE YOU RELYING ON SOCIAL MEDIA to build your business OR SOCIAL INTERACTION?

In today's tech savvy world, it is easy to get caught up in spending time trying to interact with people online. Some people are very good at it and even experience success. However, face-to-face interaction has benefits that cannot be achieved on social media. Mary Kay built her business model on personal communication, demonstration, and interaction. Personal relationships matter in our businesses and our lives. Make a point to connect with people face-to-face. It's a powerful connection that social media cannot bridge.

10 REASONS FACE-TO-FACE ENGAGEMENT WILL ALWAYS MATTER

Adapted from an article By Nicole Green Share

Attention, interest, desire, conviction, and action; these are the 5 basic stages in face-to-face marketing—a technique that 95% of professionals believe are key to successful relationships.

1. Body Language and Facial Expressions

This includes maintaining eye contact, head nodding, touch, fluent speech, pitch variation, and several other factors that can only be portrayed, captured, and interpreted during and in-person interaction. Face-to-face offers a great opportunity to make a positive impact on customers with body language.

2. The Power of a Handshake

According to Beckman Institute* new neuroscience research states that strangers form a more positive impression of people who offer a handshake when greeting one another.

3. Personality

You can better convey the personality of your company culture while connecting better with the client through developing a personal relationship.

4. Build trust between your business and your customers

Interacting in person is one of the largest factors when it comes to building trust in any relationship, especially in business. This diminishes hesitation with choosing to join the company, or use the product.

5. Build visibility

Customers may not have ever experienced a brand like yours before. Though they may not purchase your product or service right when they experience your class/event, you now become a face they have met and connected with in person will be the first brand they go to when needing a product/service in your field.

6. Avoiding misunderstandings

With such a massive surplus of products, services, reviews, opinions, and advertising that exist today, it's not guaranteed a consumer will take the time to research your product, leaving valuable information unshared. Marketing face-to-face with a customer allows you to have a conversation about the product, giving you a chance to both explain the product



and answer any questions that may arise giving the consumer reliable information directly from the source.

7. Give customers a taste of what you're all about

Any preconceived notions that potential customer could have had could be eliminated by allowing them to test the product or service, thus getting them to say "yes" much quicker. (As Mary Kay said, Try Before You Buy)

In the business of cosmetics, it also matters to customers that they can see you use the products and that they show results.

8. Save valuable time and money

With the continuous costs that come with print and internet marketing, face to face marketing is a great way to make a first impression with a person more efficiently for a one-time cost.

9. Have the chance to express a grateful attitude towards customers

Going above and beyond to show your customers you are thankful for their business goes a long way. When someone's decision feels valued, they find trust and confidence in the fact that they'd made that decision in the first place, and will continue to support that decision, in turn continuously supporting your company.

10. Stimulates positive word of mouth

As the saying goes, "any publicity is good publicity." If you create an interesting and exciting face-to-face marketing instillation, people will want to talk about their experience. Make it fun and exciting, and something worth sharing on social media! Buzz is enough to get people wondering who you are and what you do.**

FOCUSING ON THE FACE-TO-FACE

Once we understand why it's important, the next step is to implement it. Try these suggestions:

- When booking appointment, go for an in person appointment FIRST, instead of an online party. It is much easier to interact with people in person than online. Our ultimate business model involves allowing people to experience our products while we guide them.
- Make deliveries in person whenever possible. Do you realize how much you can learn about a person by visiting them in their home or at their place of employment? It gives you opportunities to understand them and their needs better. If you visit them at work, you might also meet their co-workers or run into people who need an Ind. Beauty Consultant. Be sure to carry your business cards, a few samples, and look sharp!
- When your scheduled class falls apart, suggest to get together with the hostess anyway and give her advanced color appointment. This allow you to build a relationship with her and helps to overcome her feelings of disappointment around the postponed or canceled class.
- Offer your home for selling & sharing appointments. Some customers will avoid having a face-to-face with you because they do not feel they have an adequate space or environment to have you over.

The benefits of face-to-face are numerous! Don't allow social media to hijack your ability to connect with your customers on a deeper level!

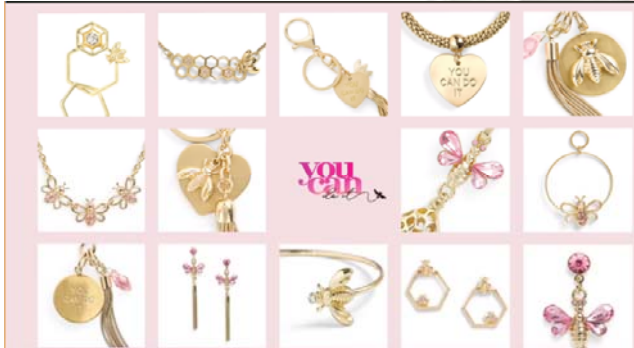
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We've Got 2020 VISION:



DOUBLE UP in JAN

With DOUBLE CREDIT!



**NEW IND. SALES DIRECTORS
CAREER APPAREL
NEW IND.
NATIONAL SALES
DIRECTOR
CAREER
APPAREL!**



Get Ready for Career Conference 2020

Various Dates March 20–21 | March 22–23 |

March 27–28 in cities around the nation.

See full details on Intouch! **REGISTRATION BEGINS FOR WEEK 1 ON JANUARY 28TH!**

WEEK 2 REGISTRATION BEGINS JANUARY 29TH. DEADLINE IS FEBRUARY 29TH! Registration fee for Career Conference 2020 is \$99 for all U.S. locations. This covers a day and a half of functions, separate from any other expenses like hotel, travel, etc.

Where can you go for the education, inspiration and motivation you need to help you realize the power of your dreams? Career Conference! You can connect with your Mary Kay family and the Company at a location near you as you invest in yourself and your business – whatever your status!

Plus, if you register for Career Conference 2020 without canceling, you'll receive a \$40 wholesale/\$80 suggested retail credit toward your first wholesale Section 1 product order placed from March 26 through April 30, 2020.