



# Passing THE TORCH



**Independent Senior National Sales Director Joanne Bertalan**

## A MIGHTY force

Though slight in size, **Independent Senior National Sales Director Joanne Bertalan** is definitely a powerhouse. With accolades such as four-times Circle of Achievement winner, Circle of Excellence Achiever and the Queen of Sharing for 2001 Emerald Seminar, it's no wonder she's led other women to team-building success. She was inspired by the legacy of **Independent Elite Executive National Sales Director Emeritus Marilyn Welle-Villella** and **Mary Kay Ash**. Through their actions she learned that every goal is reachable if you work hard and build a solid unit. Joanne says, "It's not rocket science. Mary Kay Ash established a successful marketing plan. I followed her lead and worked the way she taught."

Joanne says she shares the Mary Kay opportunity with everyone because she believes every woman DESERVES to hear what this amazing opportunity can offer.

Concern	Feel	Felt	Found
I'm really busy	You work hard and wear a lot of hats.	I'm busy too, but I can help you sprinkle a Mary Kay business into your busy schedule.	In my experience, busy women are the most successful because they know how to manage their time.
I don't know that many people	I can see that people are drawn to you even if you don't think you know many.	I didn't think I knew many people, but I realized I have kids who have moms who have skin. That's how I got started.	Mary Kay is all about building relationships and providing great customer service. If you do that as your network expands, then you'll be successful.

Joanne asks targeted questions that encourage a potential team member to think about the Mary Kay opportunity. When a concern arises, Joanne addresses it with a tried-and-true method. She acknowledges the concern (feel), identifies with her (felt), then empowers her with a solution (found).

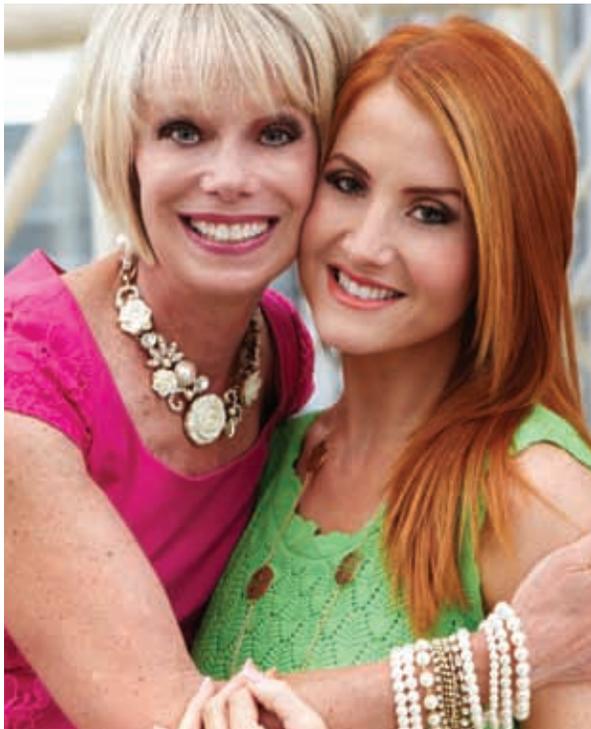
“ I believe we are givers of hope in Mary Kay. We have the privilege to enrich women's lives and offer life-changing hope in every area of life through our career opportunity. ”

# LEADERSHIP IS MORE THAN teaching;

it's mentoring, leading by example and passing along skills. **Independent Senior National Sales Director Joanne Bertalan, Independent Senior National Sales Director Dacia Wiegandt, Independent National Sales Director Auri Hatheway and Independent Elite Executive Senior Sales Director Christine Barrueco** know what it means to mentor others to success.



They've each followed their mentors' footsteps and been named the Queen of Sharing for the Emerald Seminar.



## the CHALLENGER

Her name is synonymous with breaking records. **Independent Senior National Sales Director Dacia Wiegandt** was the youngest Independent Sales Director to twice lead her unit to the Million-Dollar Circle of Excellence and, at the time of her NSD debut, she set the record as the youngest Independent National Sales Director in the U.S. While her accolades are impressive, she credits her success with the simple fact that she follows her plan and builds her Mary Kay business one team member at a time. "Maybe she already has a big career or she's struggling to make ends meet. I don't prejudge because you never know what's really going on," says Dacia. "The Mary Kay opportunity can be right for any woman, and it will be life-changing."



**Independent Senior National Sales Director Dacia Wiegandt**

Dacia's Area Reaching Excellence (DARE) comprises women from all ages and walks of life.

“When I talk to a Gen Y woman, I might share the leadership skills she can gain. Moms searching for a work/life balance will hear me talk about Mary Kay's philosophy of God first, family second and career third. Older women bring wisdom and experience, so I may talk about the potential financial rewards and flexibility.”



Independent  
National  
Sales Director  
Auri Hatheway

## life CHANGER



Dacia knows everyone is unique. “Some hit the ground running, so I pour belief into them, and we take off,” she says. “Others may be the steady ones who create a loving, safe place to grow and to help others grow. Both create success.” When sharing the opportunity, she asks four simple questions to gauge their interest level.

1. What did you like most about what you heard?
2. Why would you be good at what I do?
3. Any extra concerns?
4. If you knew you could be a success and you knew I was here to coach you to get there, is there any reason why we couldn't get you started today?

**Independent National Sales Director Auri Hatheway** met Dacia in the last month of the 2003 Seminar year. “Dacia has so much purpose. When you meet a champion, you know it,” says Auri.

Although Auri started her Mary Kay business to earn a little extra money, she has led her unit to the Circle of Excellence four times and is a two-time Million-Dollar Independent Sales Director. She says,

“When you start a Mary Kay business, you think about your circumstances and your needs. But when you see how sharing the opportunity helps others, it's exciting and humbling.”

Auri says she empowers women and believes those who love themselves and others are perfect team members because they're motivated to improve their circumstances and enrich women's lives.



**Independent Elite  
Executive Senior  
Sales Director  
Christine Barrueco**

## **FOLLOW** the leader

**Independent Elite Executive Senior Sales Director Christine Barrueco** turned her back on her inhibitions when she began her Mary Kay business in 2008. As a Million-Dollar Independent Sales Director, a four-time Triple Star of Achievement winner as well as a three-time qualifier in the Seminar Queen's Court of Sharing (including being named the Queen for Emerald Seminar in 2012), Christine is the epitome of passion and determination. However, she knows much of her success is because she put her faith in those who came before her. They showed her the way and gave her tools. She followed their example. She says of her **Independent National Sales Director, Auri Hatheway**, "Auri painted my vision with me. She taught me how to lead by example and how to balance selling, sharing and working with my team."

Christine believes it's the fear of failing, not the wrong timing, that holds many women back from chasing their dreams. She had her own set of fears when she signed her Independent Beauty Consultant Agreement. "A Mary Kay business can help us step outside our comfort zones."

For Christine, being passionate about helping others succeed is a calling, and she has a love for the Mary Kay career path because it provides personal growth.

“It's a thrill for me to help a woman discover a bold, confident version of herself.”

You can **start to build your team today** with women of integrity. Keep your eyes, ears and heart open to women who possess a few of these traits:

- Kind ▪ Tenacious ▪ Positive ▪ Teachable ▪ Confident ▪ Enthusiastic

### **Christine's Team- Building Tips:**

1. Help create a vision of where your potential team member could be.
2. Listen. It creates trust, connections and understanding.
3. Share your goals. Others will want to come with you on your journey if they understand and relate to you.

### **Auri's Team- Building Tips:**

1. Work with urgency. You must learn how to have it, how to create it and how to maintain it. Urgency creates momentum.
2. Don't prejudge. Auri's first team member was someone she almost passed over because she earned a good salary. "While her earnings were good, she did need what a Mary Kay business offers," Auri says.
3. Share with everyone. Auri doesn't do a skin care party without sharing the opportunity. It's just a part of business.