

Your Guide to Completing

Director in Qualification &

New Sales Director Challenges



Proudly Presented By
Your Sales Director,

Angie Day

501-821-9300
aday530@comcast.net
www.daydreamarea.com



From The Desk Of

Angie Day

Future Executive Senior Sales Director, Mary Kay® Cosmetics

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I am so excited for you. My heart swells with pride as I watch you embarking upon the most exciting phase of your Mary Kay; the step to be a Director in Qualification!

You and your 10 team members are starting out on a journey that will end in your becoming a brand new unit! Begin thinking today of what your unit name will be!

Once you become a Director, you will have the opportunity to touch so many lives. It is an awesome and sobering responsibility, but I am confident that you are ready for it and that you will excel at it.

I've designed this packet to help you track your new team members and wholesale production. Also take advantage of all the Team-Building tools on InTouch. As you work hard these next few months, I hope you will work on perfecting your leadership skills and increasing the productivity of your team. It is up to you to create the vision for them.

The first vision for your team is retail sales! Teach your team to work at selling, selling, selling our wonderful product. Classes and facials are the foundation of the business, and if you and your team members will concentrate on keeping the date-book full, your wholesale production goals can be reached.

The second vision for your team is sharing the opportunity. The best prospects for new team members will come from classes and facials. As your team holds classes and facials, they will be in contact with people who may be interested in hearing more about the opportunity. From these contacts, your team member goals can be reached.

I believe in you with my whole heart. I'll be watching your progress in these next few months.

See you at the top!

Angie

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Things You Need To Know

Let me say that this journey will be both exciting and challenging, but that's what makes reaching the goal rewarding! These guidelines are designed to help you know what you and your team can and cannot do during your qualification period. If you keep the Golden Rule as your guide and work your business with integrity, I know that you'll finish with a strong group of selling Consultants! *Angie*

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DIQ Qualification Requirements:

- A DIQ may qualify as an Independent Sales Director in one, two, three or four months, based on when she achieves the following:
 - √ \$18,000 cumulative unit wholesale production
 - √ DIQ must have at least \$1,800 in cumulative personal wholesale production
 - √ 24 total active unit members
 - The DIQ **is** considered one of the 24 active unit members
 - √ At least 10 of the 24 total active unit members must have a minimum \$600 cumulative personal whole sale production during the qualification period
 - The DIQ is **not** considered one of the 10 unit members
 - √ \$4,000 minimum wholesale unit production each month, even if the DIQ has already reached \$18,000 cumulative wholesale production.
- The DIQ's unit members must contribute at least \$14,000 toward the \$18,000 wholesale production requirement.
- A DIQ may contribute up to \$4,000 in personal wholesale Section 1 production toward the \$18,000 cumulative unit wholesale production during the qualification period.
- Should the DIQ's qualifying unit not meeting all of the requirements, the DIQ has not qualified and must submit a new commitment form to begin qualification again (immediately, if she chooses and is eligible). The DIQ's team members' recruits will remain in the parent unit.

Additional Qualification:

- The qualifying unit is comprised of the DIQ and her personal team members, regardless of the unit affiliation (Exception: personal team members who already be a Sales Directors or in qualification to become a Sales Director). Team members' recruits whose Independent Beauty Consultant Agreements are accepted by the Company on or after the first day of the month in which the DIQ begins Sales Director qualification will be members of the new qualifying unit. Team members' recruits whose Independent Beauty Consultant Agreements were accepted by the Company prior to her first month of qualification remain in the parent unit.
- Spouses do not count toward any program except unit production and commission. Once one spouse becomes a Sales Director, the other spouse is not eligible to become a Sales Director. The Sales Director commission will be paid on the spouse's orders.
- Sales Director is an independent contractor and not an employee of Mary Kay Inc. The Sales Director position is appointed at the sole discretion of Mary Kay Inc.

The DIQ understands:

- The importance of attending the New Independent Sales Director Education week designated for her debuting class when she completes the Sales Director-in-Qualification program.
- In the event anyone places an order for a Starter Kit and/or product on behalf of a Beauty Consultant, the following applies:
 - √ The person placing the order must have the Beauty Consultant's consent prior to placing the order;
 - √ The person placing the order must use the Beauty Consultant's funds; and
 - √ The person placing the order must be in possession of the Beauty Consultant's funds prior to placing the order.
- Taking a postdated check and placing an order for a Beauty Consultant will not count.
- A Beauty Consultant selling anyone's inventory other than her own, then placing an order will not count.
- The DIQ cannot sell her inventory to a Beauty Consultant and take his/her money to place an order to replace the DIQ's inventory.
- If the DIQ uses her credit card to pay for a Beauty Consultant's order, the DIQ must have already received the cash from the Beauty Consultant before the order is mailed, phoned in, placed online or delivered to the branch.
- The DIQ cannot place an order for a Beauty Consultant with his/her promise to pay the DIQ back.

Special Considerations:

- Independent Beauty Consultants who return merchandise to the Company for repurchase are not eligible to rejoin Mary Kay as an Independent Beauty Consultant.
- For more information, log on to the Mary Kay InTouch® Web site and select "DIQ Program" under Resources.

Team Tracker

By the end of your 4th month, you and your other 10 team members must add at least 13 more active team members for a total of 24 active team members. Use this form to track each new team member. Include yourself and the other 10 Consultants who are already on your team on the first 11 lines. *Angie*

Consultant	√ Personal	Mth 1 Order	Mth 2 Order	Mth 3 Order	Mth 4 Order	Total Orders
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						
26.						
27.						
28.						
29.						
30.						
My Wholesale Total						
Personal Team Wholesale Total						
Unit Total Wholesale						

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A Consultant becomes active in the month when a Consultant places a minimum \$200 wholesale order.

REMEMBER THIS IMPORTANT INFO!
\$50 team building bonus!
 For each qualified personal team member beginning with the 4th personal team member. To receive this bonus, you must be active and have at least 3 other active personal team members!

Wholesale Tracker

By the end of your 4th month, you and your team must have last least \$18,000 cumulative unit wholesale production. Use this form to track your progress.

Angie

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1st MONTH—\$4,000 Required

Started month with # active Consultants _____

of active **personals** _____

of consultants added this month _____

of **qualified** added this month _____

Ended month with # of active Consultants _____

Medal: Gold Silver Bronze

DIQ Production \$ _____ Amt to go \$ _____

Car Production \$ _____ Amt to go \$ _____

2nd MONTH—\$4,000 Required

Started month with # active Consultants _____

of active **personals** _____

of consultants added this month _____

of **qualified** added this month _____

Ended month with # of active Consultants _____

Medal: Gold Silver Bronze

DIQ Production \$ _____ Amt to go \$ _____

Car Production \$ _____ Amt to go \$ _____

3rd MONTH—\$4,000 Required

Started month with # active Consultants _____

of active **personals** _____

of consultants added this month _____

of **qualified** added this month _____

Ended month with # of active Consultants _____

Medal: Gold Silver Bronze

DIQ Production \$ _____ Amt to go \$ _____

Car Production \$ _____ Amt to go \$ _____

4th MONTH—\$4,000 Required

Started month with # active Consultants _____

of active **personals** _____

of consultants added this month _____

of **qualified** added this month _____

Ended month with # of active Consultants _____

Medal: Gold Silver Bronze

DIQ Production \$ _____ Amt to go \$ _____


Car Production \$ _____ Amt to go \$ _____

Team Career Ladder Tracker

As you are growing your team during these next 4 months, remember that a strong unit has many people on the career ladder. List the Consultants who have expressed a desire to move into these career levels. Then help them to reach that goal. Although I'll be doing this for your team as you build into a unit, you should consider sending some encouraging notes to them as well during DIQ. Use the postcards in this packet for growing your team! *Angie*


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Senior Consultant (At least 1 active Team Member)




_____	_____
_____	_____
_____	_____
_____	_____

Star Team Builder (At least 3 active Team Member)




_____	_____
_____	_____
_____	_____
_____	_____

Team Leader (At least 5 active Team Member)



_____	_____
_____	_____
_____	_____
_____	_____

Future Sales Director (Be a Star & at least 10 active Team Member)



_____	_____
_____	_____
_____	_____
_____	_____

Personal Accomplishments

During the next 4 months, you should have some personal business goals to accomplish. To become a new unit, each person on your team (including you) needs to focus on selling the product and sharing the opportunity. Motivate your team, but you cannot forget your customers! You still need to sell product. *Angie*

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My Star Consultant Sales Level:

(circle the one you plan to reach)



Sapphire \$1,800 Wholesale



Ruby 2,400 Points*



Diamond 3,000 Points*



Emerald 3,600 Points*



Pearl 4,900 Points*

*Can be a combination of wholesale and qualified, personal team members.

My Monthly Goals:

of Classes _____

Total sales goal _____

of Interviews _____

of Facials _____

Total sales goal _____

of Interviews _____

of selling appts _____

Total sales goal _____

of Interviews _____

Preferred Customer Program:

(check all that apply)

I have signed up my customers for the most recent PCP mailing

I have purchased the latest gift with purchase item

I have ordered the latest Look Book

Current Company Promotions:

There are always new promotions by the Company. List any that are going on right now which you plan to achieve:

What will be your new unit name? _____

How many Sr. Consultants will you have when you debut? _____

How many Team Leaders will you have when you debut? _____

How many Future Directors will you have when you debut? _____

- Retail sales drive the wholesale production.
- You and your team must put the product on faces in order to reach your goal.
- Make sure you are personally holding a minimum of 2 classes and facials each week. Encourage your team to do the same. Ask for them for commitment to reach this goal.
- Most new team members come from sales appointments, so the more people you and your team see, the more chances to share the opportunity.

Suggested Plan for Meeting DIQ Requirements

There are many ways to meet the DIQ requirements, but the examples provided below have proven to be helpful.

1. **Get in high gear.** This is not the time for slow and steady, nor is it time to take a vacation!
2. **Schedule a kickoff potluck dinner** for your team members to help build esprit de corps. Let them know what it takes to become a unit and what they can do to help make it happen. Consult with your Independent Sales Director about any promotions you plan to run during your qualification period, such as Queen of Sharing and Queen of Sales and show your unit members any recognition items they can earn. Find out what their goals are and how you can help them achieve their goals. Let them know what your goal is and what you want to be known for during your qualification period, such as having the most red jacket Consultants, the most Star Consultants, the most Grand Achievers. If you've already chosen it, announce your new unit name at this time or you may want to solicit suggestions from your unit members.
3. **Put up a goal poster**, a big one, where you will see it every day. Say five – ten positive affirmations per day, such as "Being an Independent Sales Director of a Fabulous 50s unit is so exciting" or "I love my growing unit."
4. **Schedule a daily quiet time** and listen to motivational CDs, audio clips or read something motivational every day, and reference Silver Wings on Mary Kay InTouch®.
5. **Check your organizational and time management skills.** Delegate tasks that do not need to be done by you, such as housework, cooking, laundry and reorders. Get someone to help put packets together, deal with product, etc.
6. **Stay away from negative people.** They will drain your energy.
7. **Shoot for a *minimum* of 3 + 3 + 3 per week:** three skin care classes/parties, three team-building appointments and \$300 retail in new sales and take your team members with you to your selling appointments! No time for one-on-one education. Let them learn while you earn.
8. **Don't rely on your team to recruit your unit for you.** Be willing to recruit all 24 team members. You'll more than likely find these new team members at your selling appointments. Set a goal to earn a gold medal each month of your qualification period.
9. **Always bring guests to the unit meeting.**
10. **Have inventory discussion materials**, current product promotion information and Consultant order forms ready at all times. Discuss inventory options with new Beauty Consultants as soon as they've paid for their Starter Kit.
11. **Be an abundant thinker.** Shoot for 50 qualified team members.
12. **If things aren't going well, call your Sales Director** and talk to her. Never complain to any of your team members.
13. **Help your team members be recruit-minded** from Day One by:
 - Teaching them the importance of building a strong skin care customer base.
 - Always carrying the Senior Consultant pin with you and promoting it often.
 - Explaining how to earn the use of a Career Car.
 - Promoting personal team commissions and the team-building bonuses as well as the red jacket and the Grand Achiever Program.
 - Setting up meetings for new team members their first month in business.
14. **Personally close and follow up** on all of your team members' prospects.
15. **Make three-minute calls to team members at the beginning of each week.** Ask them what their goals are this week and how many guests they plan to bring to the unit meeting.

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New Sales Director Programs

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On the Move

By the end of the third month following your debut date:

- Achieve a total of at least \$15,000 in adjusted unit wholesale production.
- Add three or more qualified personal team whose Independent Beauty Consultant Agreements and minimum of \$600 in wholesale Section 1 orders are received during the three months following your debut date.
- \$1,000 bonus
- Stackable stainless steel ring
- Name recognition in *Applause®* magazine
- Name badge ribbon at Leadership Conference
- Standing recognition at Leadership Conference



Month	Unit Wholesale Production (Goal is \$15,000)	Number of Qualified Team Members (Goal is 3)
1.		
2.		
3.		



New Sales Director Programs

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Fabulous 50s

By the end of the sixth month following your debut date:

- Achieve a total of at least \$30,000 in adjusted unit wholesale production.
- Build to and maintain 50 or more unit members
- \$1,000 bonus
- Stackable stainless steel ring
- Free Leadership Conference 2012 registration—Dec. 1—Nov. 31, 2011, achievers
- Name recognition in *Applause®* magazine
- Onstage recognition at Leadership Conference



Month	Unit Wholesale Production (Goal is \$30,000)	Number of Qualified Team Members (Goal is 50)
1.		
2.		
3.		
4.		
5.		
6.		



New Sales Director Programs

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Honors Society

By the end of the twelfth month following your debut date:

- Achieve a total of at least \$60,000 in adjusted unit wholesale production.
- Build to and maintain 50 or more unit members
- \$1,000 bonus
- Stackable stainless steel and cubic zirconia ring
- Free Seminar 2012 registraion—July 1, 2011—April 30, 2012, achievers
- Photo recognition in *Applause®* magazine
- Name badge ribbon at Leadership Conference
- Onstage recognition at Leadership Conference
- Invitation to special Leadership Conference function



Month	Unit Wholesale Production (Goal is \$60,000)	Number of Qualified Team Members (Goal is 50)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		



New Sales Director Programs

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Dean's List

By the end of the twelfth month following your debut date:

- Achieve Mary Kay Honors Society
- Be one of the top three with highest adjusted unit wholesale production of your debut class
- Maintain at least 50 unit members
- \$1,000 bonus
- Topaz Ring
- Free Seminar 2012 registration—July 1, 2011—April 30, 2012, achievers
- Photo recognition in *Applause®* magazine
- Name badge ribbon at Leadership Conference
- Onstage recognition at Leadership Conference



Triple Crown

By the end of the twelfth month following your debut date:

- On the Move
- Fabulous 50's
- Honors Society
- All of the awards and bonuses from On the Move, Fabulous 50's and Honors Society plus:
- Triple Crown Ring
- Leadership Conference onstage recognition
- Photo recognition in *Applause®* magazine
- Name badge ribbon at Leadership Conference
- New!

