



**Linda's
Champion
Unit**

Go Director Easter Packet 2020

**When Excellence is Possible,
Good is NEVER enough!!**

Leadership

BY ESNSDE ARLENE LENARZ



.....

**This company needs leaders,
more leaders like you,**

**Who use their influence at the
right times for the right reasons;**

**Who take a greater share
of the blame and a
smaller share of the credit;**

**Who lead themselves successfully
before attempting to lead others;**

**Who continue to search for the
best answer, not the easiest one;**

**Who add value to the people
and organization they lead;**

**Who work for the benefit of others
and not only for personal gain;**

**Who handle themselves
with their heads and handle
others with their hearts;**

**Who know the way,
go the way, and show the way;**

**Who inspire and motivate rather
than intimidate and manipulate;**

**Who live with people to know
their problems and live with
God to solve them;**

**Who realize their dispositions
are more important
than their positions;**

**Who mold opinions instead
of following opinion polls,**

**Who understand that
an institution, a company,
is the reflection of their character;**

**Who never place themselves
above others except in
carrying responsibilities;**

**Who will be as honest in small
things as in great things;**

**Who discipline themselves so they
will not be disciplined by others;**


**Who encounter setbacks and turn
them into comebacks;**

**Who follow a moral compass
that points in the right direction
regardless of the trends.**

Daily Booking System

Contact 10 people a day and highlight each person in **YELLOW** as you contact them. You can write in their #, how you met them (R= Referral, WC= Warm Chat..) and then put abbreviations for how you contacted them (T= Text, C= Call..) Put a **BLUE** dot next to them if they respond, **PINK** if they book with you and **ORANGE** if they want you to check back later. If you don't get a response, move their name up 3 days.

Date: MONDAY	Date: TUESDAY	Date: WEDNESDAY	Date: THURSDAY	Date: FRIDAY
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____
Name: _____	Name: _____	Name: _____	Name: _____	Name: _____


 "When you are out of Bookings,
you are out of Business"

-Mary Kay Ash



Race to Red



Star Team Builder
3+ Active Team Members
\$50 Bonus with 4th Recruit
Star Team Builder Enhance
Pin

Name of Recruit

Name of Recruit

Name of Recruit

Date became active

Date became active

Date became active



Team Leader
5-7 Active Team Members
9-13% Team Commission
Eligible to go On Target for
Car!
Team Leader Pin Enhancer

Name of Recruit

Name of Recruit

Name of Recruit

Date became active

Date became active

Date became active



Future Director
8+ Active Team Members
Future Director Enhancer
Pin
Eligible to attend Special
Leadership Events
Future Director Scarf

Name of Recruit

Name of Recruit

Name of Recruit

Date became active

Date became active

Date became active



DIQ
10+ Active Team Members
DIQ Pin
Eligible to become Sales
Director

Name of Recruit

Name of Recruit

Name of Recruit

Date became active

Date became active

Date became active

nicole miller
for
MARY KAY

step out [★]in style



DEBUT AS A NEW
INDEPENDENT SALES DIRECTOR
February 1, 2020 – January 1, 2021

You're moving up, achieving your goals and making your dreams come true! Why not do it in style by earning these rewards when you debut as a new Independent Sales Director? Step up and step out like the star you are!

Rewards

- **Kendra Scott jewelry set**, made of mother-of-pearl and accented by silver.
- **Kate Spade handbag**, crafted from fine grain leather. Includes optional crossbody strap.



Log on to InTouch for complete contest requirements or ask your Independent Sales Director.



Independent Sales Directors who debut Feb. 1 – July 1, 2020, will pick up their prizes at Seminar 2020, and Independent Sales Directors who debut Aug. 1, 2020 – Jan. 1, 2021, will pick up their prizes at Leadership Conference 2021.

TRACK YOUR WAY TO THE TOP



QUALIFICATIONS

Qualify in 1, 2 or 3 months

24 total Active DIQ team members

No qualified new personal team members

\$13,500 cumulative DIQ unit wholesale production

\$4,000 minimum DIQ unit wholesale Section 1 production monthly to remain in DIQ

\$3,000 maximum personal wholesale Section 1 orders.

You must be Active

Monthly Team Production

Month #1 _____

Month #2 _____

Month #3 _____

Month #4 _____

*An active personal team member is one whose initial order with the Company is \$225 or more in wholesale Section 1 products, and is received and accepted by the Company

Team Member	Active \$225 w/s
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
Contact your Director about submitting your DIQ commitment form	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	

Log on to www.MaryKayInTouch.com for complete contest information

MAXIMIZE YOUR INCOME

ALL CONSULTANTS

- 50% Sales
- \$50 Team Building Bonus
(On each Great-Start Qualified recruit)
- 4% On team wholesale orders

RED JACKET

(3-4 Active Team Members)

- \$100 Bonus for first time Red
- 4% Commission on team production when it's less than \$1000
- 6% Commission on team production when its \$1000-\$1799
- 8% Commission on team production when its \$1800 or more
- \$100 Bonus for a first time Red on your team

TEAM LEADER & FUTURE DIRECTOR

(5-7 Active Team Members & 8 Active Team Members)

- All of the above plus increase %
- 9% Commission on team production
- 13% Commission on team production when 5+ team members place an active order in that month and you order \$600+ wholesale
- Eligible to qualify to use a company car

CAREER CAR

- 16 Active team members
- \$5000 min. wholesale production per month
- \$23,000 total production in 1-4 months



Plan for meeting DIQ Requirements

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

- Be committed to the decision of becoming a Sales Director and flexible in your approach. **Get in high gear.** Communicate with your team the goal of the month in regards to recruiting new team members and also in regards to the monthly production goal for the team. This is not the time for slow and steady, nor is it time to take a vacation!
- This is time to **MERGE** with your DIQ team (lead by example)! How you ask, motivate them to set goals, educate and empower them to use the tools offered to them by the company, recognize them for their hard work and effort, guide them to the next level of their career path, and encourage them to success!
 - Motivation (What is your "Why")
 - Education (Empower them to use the tools the company provides them with – InTouch, CDs, videos)
 - Recognition (Gold medal, Star consultant, moved up a career path)
 - Guidance and (What's the next step for advancement)
 - Encouragement! (Action makes everything happen)
- **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.
- **Put up a goal poster**, a BIG one, where you will see it every day. What fun it will be to track the Team progress together. Say five – ten positive affirmations per day, such as "I AM THE SOON TO BE SALES DIRECTOR AND SUCCESSFUL LEADER OF THE FUTURE CADILLAC UNIT" or "I love my growing unit."
- **Schedule a daily quiet time** and listen to motivational CDs, audio clips or read something motivational every day, and reference Team Building University on Mary Kay InTouch®.
- **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.
- **Stay away from negative people.** They will drain your energy.
- **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. Facials are great fill-ins when a skin care class postpones.



- **Encourage your DIQ unit to team build with 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 team goal to earn a gold medal each month of your qualification period.
- **Always be the queen of bringing guests to the unit meeting.** Be the queen of sales, interviews, facials, classes of the week.
- **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.
- **Be an abundant thinker.** Shoot for 50 qualified team members.
- **If things aren't going well, book a class.** Mary Kay once said a booking a day takes the blues away, or simply call your Sales Director and talk to her. Never complain to any of your team members.
- **Help your team members be recruit-minded** from Day One by:
 - Teaching them the importance of building a strong skin care customer base.
 - Help them book 10 classes w/in 10 days and advise that not all will hold (this will protect their hearts and impending success w/their new endeavor) 6 will book. She will secure some early wins and build consistency. It will create credibility for you.
 - 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.
- **ABC's (Always Be Closing team members and personal prospects).** Personally close and follow up on all of your team members' prospects.
- **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.
- **Encourage team members to increase their customer base.** This is will help them keep their MK strong and will help meeting monthly production easier.

Weekly DIQ Activity Tracking Sheet

Name: _____ Week Of: _____

To be a Director you will start your journey when you reach 10+ Active personal team members and submit your Director In Qualification (DIQ) commitment. See Mary Kay Intouch for complete details.

I'm Committed: 6 New bookings, 4-6 Guests at events, \$600 Retail/week

6 NEW Bookings

(From Skin Care Parties, Warm Chatter, Referrals, Customer Phone Calls, etc).

Name:	Date of Booking:
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____

4-6 Guest Event

Name:	Event	#Guests
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____
_____ / _____	_____ / _____	_____ / _____

Share the opportunity

Name:	How did you share?
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____

Face to Face, Phone call, Event, etc.

Choose how to CREATE a \$300+ retail week

Skin Care Class Facials

Hostess	Sales
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____

Total SCC: _____

Facials/On The Go appointments

Name	Sales
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____

Total F/OTG: _____

Customer Re-orders

Name	Sales
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____
_____ / _____	_____ / _____

Total Re-orders: _____

Total Sales for the week: _____

New active team members added this week: _____

Wholesale for this quarter: _____

Weekly wholesale ordered: _____

Total Active Team Members: _____

Wholesale needed to complete Star: _____

Driving in Style



Or choose the \$425.00
Cash Compensation

Get On-Target

- 5+ active personal team members
- \$5,000 combined personal/team wholesale Section 1 production in a calendar month.
- You must be active.

GOAL

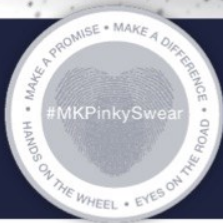
Achieve \$23,000 team production
& 16 active personal team members

- 1.5L Turbo 4-cylinder engine, automatic
- Front wheel drive
- Silver Ice Metallic Exterior with Jet Black Cloth Seating
- Front bucket seats, Rear 60/40 split-folding seat
- OnStar, 3 month plan with 4G LTE • Chevrolet Infotainment 3 System/ Radio with AM/FM (CD & SiriusXM NOT included), 8" color touch screen, Bluetooth audio streaming, Android Auto™ and Apple CarPlay™ compatibility, steering wheel mounted controls
- 4-wheel antilock brakes, StabiliTrak
- Rear Vision Camera
- 10 standard air bags
- Tire Pressure Monitor, Daytime Running Lamps
- Cruise control
- Wheels, 16" aluminum
- Schedule Free Maintenance – Not Included
- Est. mpg 29 city/36 Hwy

MAKE THE PROMISE

At Mary Kay, we're taking the promise to always drive aware.
It's beautifully simple: Be a driving force to end distracted driving.
Join us in the promise to drive aware.

Snap a selfie and post it to Instagram with the hashtag
#MKPinkySwear. We'll add them to our photo wall.



Team Member #1 (Senior Consultant)

Team Member #3 (Star Team Builder)

Team Member #5 (Team Leader)

Team Member #7

Team Member #9

Team Member #11

Team Member #13

Team Member #15

Team Member #2

Team Member #4

Team Member #6

Team Member #8 (Future Sales Director)

Team Member #10

Team Member #12

Team Member #14

Team Member #16

1st Month Wholesale

Personal _____

Team _____

2nd Month Wholesale

Personal _____

Team _____

3rd Month Wholesale

Personal _____

Team _____

4th Month Wholesale

Personal _____

Team _____



Enjoy the
Rewards!



Beauty Consultant Grand Achiever Action Plan

Requirements

- Be active
- To go on-target, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center at month end
- To stay on-target, you must have 5 active team members and a total of \$5,000 wholesale team production into the distribution center at month end
- Have 16 active personal team members by end of qualification period (1-4 months)
- Total production from you and your team must equal \$23,000 wholesale production. Your team members must contribute at least \$18,000 of the total \$23,000. You can personally count up to \$5,000 of your personal orders to the total \$23,000.

Personal Goals

- Connect with your Director 2-3 times weekly & send her your tracking sheet
- 5 new contacts & 2 bookings a day
- Sell \$600 - \$700 a week & hold 5 interviews a week
- GOLD Medal Monthly

How to Go On-Target and Stay On-Target for Grand Achiever

1. ATTITUDE: Stay positive. Don't let yourself believe for ONE MINUTE that you aren't going to earn the car. Think about how much fun it's going to be to drive up to your job where they call you "Miss Mary Kay" in your new car.

**YOU HAVE TO GET UP
EVERY MORNING
& TELL YOURSELF,
"I CAN DO THIS."**

2. TELL EVERYBODY: Tell EVERYBODY you know that you will be driving a career car beginning _____ date. You have to tell your friends, your family, your boss, recruits, potential recruits, hostesses, guests, other consultants, your director, and anybody else you talk to. You have to tell people this all of the time, and with utter conviction and assurance. When you tell everybody that you are winning a car, they'll start asking you if you've picked it up yet. This will motivate you to meet production every month.

3. LOOK AT THAT CAR A MILLION TIMES EVERY DAY: Keep pictures of the car EVERYWHERE. Put one in the bathroom across from the toilet, one on the mirror where you put on makeup, one or two on the fridge, one on your dashboard, one in your date book, one at your job, one in your bedroom where you can see it while lying in the bed, one on your desk, etc. You have to see the car everywhere so it will be on your mind constantly. Out of sight, out of mind. Don't let that happen.

4. SET A GOAL FOR \$5,000 PRODUCTION: Tell yourself from the very beginning that car production is \$6,000 or higher. Forget \$5,000! If you set a goal of \$6,000, you can still fall short and make production. Plus, your 13% checks will be great!

5. BE WILLING TO DO WHATEVER IT TAKES TO MAKE IT HAPPEN: You will probably never order more inventory than in car production. You'll be holding so many classes and selling so much product, you'll have to. Build your inventory and SELL IT! Make the money through sales to make car production.

6. TRACK YOUR PROGRESS: Either devise a tracking system of your own or use one that your director gives you. The point is that you have to SEE your production in ONE PLACE. You need to know what someone wants to order (high), what you think they'll actually order (low), and what they in fact order (actual). Base your production on that low estimate and talk to your recruits like they'll order the high amount, no problem.

7. DON'T FORGET THAT YOU NEED 16 ACTIVE RECRUITS! Everybody concentrates on the dollars, but you have to have 16 ACTIVE recruits at the end of the 4 months also. It is easy to forget this, so keep telling yourself that you MUST recruit every month. New recruits keep you motivated, help production, and you won't end up in your last month with only 9 qualified recruits.

8. DON'T GIVE UP: Staying on-target for your car is going to require work and focus. There will be days when you want to say, "Forget this! It's not worth it! My car is okay." You may be disappointed because a team member said she was ordering \$600 at the beginning of the month, and now she only orders \$225. You will want to have one evening of peace and watch TV instead of calling recruits and potential recruits or holding a facial and a skin care class. But, **DO NOT GIVE UP!** Keep your eye on the prize! A Career Car or \$425 each month! Don't let anything or anyone stop you.

Earning the use of a company car will be UNBELIEVABLE, and the sense of accomplishment when you pick it up will feel AMAZING! You will do what others want to do, but won't. AND...You will be one step closer to DIRECTORSHIP!

New Director

CHALLENGE



This distinctive rhodium-plated pear-shaped design is versatile and eye-catching. The glamorous golden shadow-colored Swarovski crystal is a timeless classic. Pavé clear cubic zirconia stones frame the center crystal stone to enhance its beauty.



This remarkable rhodium-plated double oval-shaped design is trendy yet elegant. Two large clear Swarovski crystals are surrounded by a brilliant cubic zirconia pavé design. Versatility is key for this piece, and the open-ended model looks elegant either worn alone or stacked with others.



A dazzling pear-shaped aquamarine Swarovski crystal is surrounded by a halo of clear cubic zirconia stones. The jewel is set on a rhodium-plated band with micropavé cubic zirconia stones cascading down the shank. Earthy blue tones add a pop of color to the modern cut and style of this imaginative piece.

ON THE MOVE

3 Months

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

- Achieve a total of at least **\$15,000** in unit wholesale production.
- Add **three or more** qualified new personal team members

FABULOUS 50'S

6 Months

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

- Achieve a total of at least **\$30,000** in unit wholesale production.
- Build and maintain **50** nonterminated unit members.

HONORS SOCIETY

12 Months

By the end of the 12th month following your debut date:

- Achieve a total of at least **\$60,000** in unit wholesale production.
- Build and maintain **50** nonterminated unit members.



A 15-carat lozenge-cut London blue topaz flanked by two 1-carat half-moon-cut sky blue topaz stones and set in a handmade custom mounting with the MK® initials



5-carat royal purple amethyst set in 14-karat white gold in a silhouette reminiscent of a crown. Beautiful pavé diamonds are placed strategically around the base and shank of the ring to accentuate the center stone.

DEAN'S LIST

By the end of the 12th month following your debut date:

- Achieve the Honors Society milestone.
- Be one of the top three with the highest adjusted unit wholesale production of your debut class.
- Maintain at least 50 unit members.

TRIPLE CROWN

By the end of the 12th month following your debut date, achieve

On the Move, Fabulous 50s and Honors Society.



WWW.GIRLBOSSGRAPHICS.COM

New Director

CHALLENGE



tracking

Month	New Personal Qualifieds	New Unit Members	Total Unit Members {Non-T}	Wholesale Production
ON THE MOVE - 3 Months	3			\$15,000
1.				
2.				
3.				
TOTAL:				
FABULOUS 50'S - 6 Months			50	\$30,000
4.				
5.				
6.				
TOTAL:				
HONOR'S SOCIETY - 12 Months			50	\$60,000
7.				
8.				
9.				
10.				
11.				
12.				
TOTAL:				



TIP:

Take a dry erase board & track your 50+ non-terminated unit members throughout your first year. Never shoot for the minimums in your business; challenge yourself to celebrate your first year as a Director with a minimum of 100 members!





I am committed to becoming a Sales Director:

Name: _____

DIQ Date: _____

Director Debut Date: _____

What if anything will hold me back from achieving this goal?

Tear/Cut along dotted line! Return bottom portion to your Sales Director. Keep this copy for yourself as part of your daily affirmation and visualization!

I am committed to becoming a Sales Director:

Name: _____

DIQ Date: _____

Director Debut Date: _____

What if anything will hold me back from achieving this goal?

