

DIRECTOR IN QUALIFICATION GUIDE





Smashing Some Goals & New Director
Challenges



Here we go!

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 career: Director in Qualification!

You and your 8 active team members are starting out on a journey that will end in your becoming a brand-new unit...and THAT will truly be the BEGINNING of your BEAUTIFUL future! If you haven't YET, start thinking today of what your unit's name will be!

Once you become a Director, you will have the opportunity to touch even more lives. It is an awesome and sobering responsibility. I am confident that you are ready for it and hat 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. When you use duplicatable tools, it's easy to transfer your skills to others! As you work hard these next one to two months to finish well and start strong, I know 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 our wonderful product. Classes, facials and experiences are the foundation of the business, and if you and your team members will concentrate on keeping the datebook full, your wholesale production goals will 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 (& experiences), they will be in contact with people who may be interested in hearing more about the opportunity. From these new contacts & CONNECTIONS, your team member and unit goals will be reached.

With Great Start...Great Start/Keep Selling...AND the opportunity to qualify for your FIRST Director Car (think Premier & Premier PLUS!) WHILE you're in DIQ Qualification, YOUR possibilities are endless!!! I believe in you with my whole heart. I'll be watching & cheering on your progress as you navigate DIQ with enthusiasm and excellence and move into Directorship and BEYOND - THIS opportunity changes EVERYTHING!!

See you at the top!

Your Virector



Things You Need to Know

Let me say that this journey will be both exciting and challenging! THAT is what makes reaching the goal so 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 profitable, dream-building consultants!

DIQ Pre-Qualification Requirements:

In the month prior to submitting a Commitment Form, the potential DIQ must meet the following requirements:

- Must be in good standing with the Company based on the terms of the Independent Beauty Consultant Agreement.
- Must be Active
- Must have 8 or more active personal team members
 - To count toward the requirement, none of the personal team members can be any of the following:
 - The spouse of the DIQ
 - The spouse of an IBC
 - A current DIQ or Director
 - A personal team member who submits her Commitment Form in the same month as the DIQ

DIQ Requirements:

- During the qualification period, the DIQ may qualify as an Independent Sales Director in one, two, or three months, based on when she achieves the following:
- Must be Active
- Must finish with 24 active DIQ Unit Members
- \$13,500 cumulative DIQ Unit wholesale Section 1 production (1-3 months) OR \$18,000 (4 months)
- \$4,000 minimum DIQ Unit wholesale Section 1 production each month
- The DIQ's unit members must contribute at least \$10,500 toward the \$13,500 wholesale production requirement (1-3 months) or \$14,000 (4 months)

The DIQ may contribute up to \$3,000 in personal wholesale Section 1 production toward the \$13,500 cumulative wholesale production during the qualification period. Make a plan up front to complete the sales to make this happen! Note, you can & probably WILL contribute MORE than \$3,000 because you'll be seeing the FACES to create excellent sales. Excess over \$3000 will still count toward courts, your NEXT car, stars & more! It's just important that your TEAM production reach the minimum team requirements listed!

All DIQs will enter the program with their second-tier team members (recruits of their personal recruits). Also, all team members who are recruited during your DIQ time frame will count toward the qualification requirements, regardless of their tier in your DIQ unit.

The qualifying unit is comprised of the DIQ & her personal team (with the exception of DIQs & Directors), team members' recruits whose agreements are accepted during the qualification period, plus any team members of personal team members (2nd line).

2022-2024 SALES DIRECTOR
JACKET COLLECTION



When you debut as a new Independent Sales Director, you are eligible to earn a Tory Burch handbag and a Kendra Scott jewelry set! These rewards will be mailed to you in the month you debut as a Sales Director.



Track Your Path to DIQ

Complete interviews to add new team members! On average, it take sharing career information at least 5 times to add one new team member. Sometimes it takes less and sometimes it may take a couple more, but on average it is one out of five! As you add a new team member write her name in pencil. When she places her first order and becomes active, write her name in pen or marker!



Team Member #8





Team leader

Team Member #5

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Team Member #6

- 1._____

Team Member #7





Star Team Builder

Team Member #1

Team Member #2

Team Member #3

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Team Member #4

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Track Your Path to Director & Wear

Lead in Tweed! You're a force to be reckoned with! And wherever you go, you'll be able to remember that while expressing your confidence and your self-expression in the new Sales Director Jacket Collection for 2022 – 2024. Created by designer Nicole Miller, it's a colorful take on an iconic classic look that you can make your own! Get a 20 percent discount when you order from Jan. 16 through Jan. 31, 2022.

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Month 4:

Track Your Path to Director & Wear

Lead in Tweed! You're a force to be reckoned with! And wherever you go, you'll be able to remember that while expressing your confidence and your self-expression in the new Sales Director Jacket Collection for 2022 – 2024. Created by designer Nicole Miller, it's a colorful take on an iconic classic look that you can make your own! Get a 20 percent discount when you order from Jan. 16 through Jan. 31, 2022.

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Independent Beauty Consultants

\$26,000 Team Production & 18 active team members in 1-4 consecutive months



Independent Sales Directors





You may qualify as a Grand Achiever and drive the beautiful Silver Ice Metallic Chevy Malibu LS in one, two, three, or four months, based on when you achieve the following:

• Go on-target with a minimum of 8+ active team members and \$6,000 team wholesale production in one calendar month

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- Have \$26,000 cumulative personal/team wholesale production
- 18 Active team members

OTHER IMPORTANT NOTES

- You may contribute up to \$6,000 in personal wholesale production toward the total \$26,000 requirement
- You must be ACTIVE

See Career Car Program on InTouch for complete information and qualification requirements.

TEAM WHOLESALE PRODUCTION

Month 1:	Month 2:	Month 3:	Month 4:
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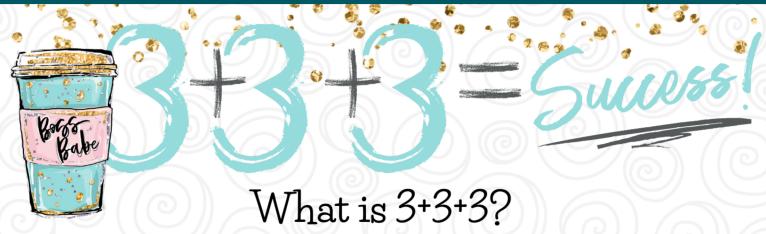
Personal Team Members	Wholesale Order(s) Month 1	Wholesale Wholesale Order(s) Order(s) Month 1 Month 2	Wholesale Order(s) Month 3	Wholesale Order(s) Month 4	Total Wholesale Orders
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Suggested Plan for Meeting OU

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 be a part of it AND reap the personal rewards! 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 future 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 future 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 podcasts, audio clips or read something motivational every day, and reference MKU 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/experiences, 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. If you have not yet LISTENED in on 5-8 New Consultant Orientations with your Sales Director do it NOW so you can lead your own!
- 8. Don't rely on your team to recruit your unit for you. Be willing to recruit all 30 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.
- 11. Discuss inventory options with new Beauty Consultants as soon as they've ordered their Starter Kit.
- 12. Be an abundant thinker. Shoot for 50 qualified team members.
- 13. If things aren't going well, call your Sales Director and talk to her. Never complain to any of your team members.
- 14. Help your team members be team-building minded from Day One by:
 - a. Teaching them the importance of building a strong skin-care customer base.
 - b. Always carrying the Senior Consultant pin with you and promoting it often.
 - c. Explaining how to earn the use of a Career Car.
 - d. Promoting personal team commissions and the team-building bonuses as well as the Red Jacket and the Grand Achiever Program.
 - e. Setting up meetings for new team members their first month in business.
 - f. Personally close and follow up on all of your team members' prospects.
 - g. 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.
- 15. IF your Sales Director is available to come work (& play) with you & your future unit during the qualification period, PLEASE plan accordingly. Schedule a time for her to come that works for your schedule/the majority of your team. Let your family and your team know it's a VERY big deal that your mentor is coming to you to support you live & in person. Clear your schedule and book lots & lots of guests for every opportunity you and your soon-to-be Senior Director have planned. Her time is just as valuable as yours; and she's taking time away from HER unit (which Mary Kay has asked her to grow during this exciting time) in order to spend time with you and YOUR future unit. It IS a big deal. And, if she's not available to come live and in person she's coaching you exceptionally well. Trust her. Respect her and her time. Make the most of this opportunity.
- 16. Take personal responsibility for your new team members and your future unit's new team members. Talk with your Sales Director about who (of the two of you) will do what during this qualification period. Don't expect your soon-to-be Senior Director to do everything. YOU will lead this unit! During this exciting and confidence-building, relationship-building time, YOU are showing yourself, your mentor, and Mary Kay World Headquarters that you are ready for the best leadership position EVER!





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GREAT START READY, SET, SELL!

FREE Welcome Gift!



Ultimate Product Bonus Bundles = 100% PROFIT!



Miracle 3D Bundle, \$172



Targeted Solutions Bundle, \$148



Liquid Foundation Bundle, \$150



Open For Business Bundle, \$161





Wholesale Your Cost	Suggested Retail	Ultimate Product Bonus Bundles up to \$172 each	Color Look \$134.50 Value	2 Mirrors with Trays \$5.50 each	Travel-Roll Up Bags \$36 each	Maximum Bonus Value	Star Consultant Level Earn a Star Consultant Prize!
\$3,600	\$7,200	6 Bundles \$1,032	\$134.50	\$11	\$72	\$1,249.50	EMERALD
\$3,000	\$6,000	5 Bundles \$860	\$134.50	\$11	\$72	\$1,077.50	DIAMOND
\$2,400	\$4,800	4 Bundles \$688	\$134.50	\$11	\$72	\$905.50	RUBY
\$1,800	\$3,600	3 Bundles \$516	\$134.50	\$11	\$72	\$733.50	SAPPHIRE
\$1,200	\$2,400	2 Bundles \$344	\$134.50	\$11	\$36	\$525.50	
\$600	\$1,200	1 Bundle \$172	\$134.50	\$11	\$36	\$353.50	

Contact your Director to dicuss all of your options and bonuses before your first inventory order.

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New Sales Virector Bonuses START STRONG



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 6 Great Start Team Members
- \$1,000 Bonus

GREAT START QUALIFIED

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\$600	\$600	\$600	\$600	\$600



New Sales Virector Bonuses GROW STRONG



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

- Achieve a total of at least \$15,000 in adjusted unit wholesale production.
- Add 6 Great Start Team Members
- \$1,000 Bonus

GREAT START QUALIFIED

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\$600	\$600	\$600	\$600	\$600
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\$600	\$600	\$600	\$600	\$600
\$600	\$600	\$600	\$600	\$600



New Sales Oirector Bonuses KEEP STRONG



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

- Achieve a total of at least \$15,000 in adjusted unit wholesale production.
- Add 6 Great Start Team Members
- \$1,000 Bonus

GREAT START QUALIFIED

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\$600	\$600	\$600	\$600	\$600
\$600	\$600	\$600	\$600	\$600
\$600	\$600	\$600	\$600	\$600
\$600	\$600	\$600	\$600	\$600
\$600	\$600	\$600	\$600	\$600



New Sales Virector Bonuses LEAD STRONG



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

- Achieve a total of at least \$15,000 in adjusted unit wholesale production.
- Add 6 Great Start Team Members
- \$1,000 Bonus

GREAT START QUALIFIED

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\$600	\$600	\$600	\$600	\$600
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\$600	\$600	\$600	\$600	\$600

New Sales Virector Bonuses CONSISTENCY CLUB



When you earn all four New Independent Sales Director Strong Bonuses, you can earn a \$1,000 bonus.

FAB 50'S



You can earn a \$1,000 bonus and receive a Fab 50s banner when you achieve two requirements:

- Develop 50 nonterminated unit members by any month end.
- Earn one or more of the four New
 Independent Sales Director Strong Bonuses

HEAD OF THE CLASS



The top three Independent Sales Directors with the highest cumulative unit production in their debut class and with 50 nonterminated unit members by month end of their 12th month can earn a 13-carat blue topaz ring. Print out several copies of this page. FIRST, complete THIS director check calculator using what you & your team did your last month of DIQ as IF you were already a director. Compare it to what you actually earned as an Ind. Beauty Consultant. NEXT, complete it for THIS month's goals, planning out your income for the month based on your goals and the actions you're willing to take. THEN, use this every month to plan your income.

DIRECTOR CHECK alculator

CALCULATE YOUR CHECK!

Unit Wholesale Production Personal Team Production Projected + NEW Team Size Projected + New Unit Size Projected + NEW REDS + # REDS MONTHLY Projection **Earned** Unit Wholesale Production (\$4,499.99 or less) x .09 (\$4,500-\$5,499.99) x .13 $($5,500+) \times .23$ Personal Team Wholesale (x.04 or x.09 or x.13) Unit Development #Qual. x \$100 (min. of 4, max. of 10) Personal Team Development #Qual. x \$100 Offspring Director Wholesale (x.05 or x.06)or x.07+ x.01 or x.07 + x.02) Car Cash Senior Dir. Bonus New Dir. Bonus **MONTHLY TOTAL** OUARTERLY Star Bonus #Stars above 5 x \$50 + \$300 **QUARTERLY TOTAL** YEARLY Wellness Bonus **Grand Bonus YEARLY TOTAL** TOTALS MONTHLY TOTAL QUARTERLY TOTAL YEARLY TOTAL

CREATE WEALTH

MONTHLY

UNIT WHOLESALE

9%, 13%, OR 23%

PERSONAL TEAM

4%, 9%, OR 13%

UNIT DEVELOPMENT

4+ GS Qualified = \$100 each \$1,000 Maximum

PERSONAL TEAM DEVELOPMENT

Unlimited \$100 bonus per New Personal GS Qualified Team Members

OFFSPRING DIRECTOR WHOLESALE

SD • 5% | FESSD • 6% | ESSD • 7% & 1% EESSD • 7% & 2%

CAR CASH

If opting for Cash

Grand Achiever \$425 • Premier \$500 • Cadillac \$900

NEW SENIOR DIRECTOR BONUS

\$1000 for 1st Line Offspring

NEW DIRECTOR BONUS

\$1000 each quarter (3 month increments following your debut) during your 1st year when you: Add 6 GSQ Unit Members & reach \$15,000 unit ws

QUARTERLY

STAR BONUS

5 star min. = \$300 • \$50 for each additional star

YEARLY

WELLNESS BONUS

Based on wholesale for calendar year and paid in January Check

Total Annual Production	Bonus
\$60,000-124,999	\$800
\$125,000-\$186.999	\$1,300
\$187,000 and up	\$2,000

GRAND BONUS

\$1,000 for New/Requal Cadillac \$1,000 Beat your Unit Club over last year

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