

MARY KAY



# **STAR** CONSULTANT PROGRAM

October 1, 2014

Star Seller | Star Sharer | Star Leader

# Be a Star Leader (For Sales Directors Only)

**Set your Goals,** add some inspiration to your Unit and be a 'Star' Sales Director

Achieve Star Sales Director status with four or more Unit Star Consultants. You will receive a stunning two-tone charm brooch with Star charm. Then with consistent performance developing star consultants each quarter you can receive additional stars and exciting consistency rewards that grow as you do.

## Turn Up the Excitement AND Lead your 'Stars'

**Quarterly Star Sales Director Rewards:** You will receive the Star Sales Director brooch the first quarter you qualify as a Star Sales Director at any level. Then, your quarterly award is a genuine gemstone charm for your Star Sales Director brooch.



Quarterly Achievement Table Calendar Quarter			
Sapphire	Ruby	Diamond	Emerald
4-8 Unit Star Consultants	9-12 Unit Star Consultants	13-16 Unit Star Consultants	17 or more Unit Star Consultants
<b>Reward</b> Sapphire Gemstone Charm	<b>Reward</b> Ruby Gemstone Charm	<b>Reward</b> Diamond Gemstone Charm	<b>Reward</b> Emerald Gemstone Charm

Quarterly achievements lead you to consistency awards.

**Yearly Consistency Rewards** are based on the total number of Star Consultants\* in your Unit during the Seminar year. To qualify, you must maintain Star Sales Director status every quarter and have a minimum of 16 Unit Star Consultants in the reward year. Of course as a Sales Director you will want to lead the way, and you too are included in the total. Remember, there are no limits to how high you can go. Just imagine what you could achieve!



Consistency Achievement Table Calendar Year – Four Consecutive Quarters			
Sapphire	Ruby	Diamond	Emerald
16-35 Unit Star Consultants at year end	36-51 Unit Star Consultants at year end	52-67 Unit Star Consultants at year end	68 or more Unit Star Consultants at year end
<b>Rewards</b> <ul style="list-style-type: none"> <li>• Onstage recognition at Seminar</li> <li>• Registration fees for Seminar</li> </ul>	<b>Rewards</b> <ul style="list-style-type: none"> <li>• Onstage recognition at Seminar</li> <li>• Registration fees for Seminar and Leadership Conference</li> </ul>	<b>Rewards</b> <ul style="list-style-type: none"> <li>• Onstage recognition at Seminar</li> <li>• Registration fees for Seminar and Leadership Conference</li> <li>• Plus \$250 NZ\$300 to use toward travel for the events</li> </ul>	<b>Rewards</b> <ul style="list-style-type: none"> <li>• Onstage recognition at Seminar</li> <li>• Registration fees for Seminar and Leadership Conference</li> <li>• Plus \$500 NZ\$550 to use toward travel for the events</li> </ul>

# Gorgeous Charms For Sharing

**Share along the way** and point to the stars.

As you Teambuild, you could receive a gorgeous bracelet with either a Gold, Silver or Bronze Mary Kay Letter Charm.

**To qualify, you need to introduce:**

- 5** or more new Team Members\* in a calendar month to be eligible to receive the Gold Charm
- 4** new Team Members\* in a calendar month to be eligible to receive the Silver Charm
- 3** new Team Members\* in a calendar month to be eligible to receive the Bronze Charm



*\*The Charm program is run on a monthly basis by your Independent Sales Director. New Team Members do not need to be active or qualified\* for the sharer to be eligible to receive a Charm.*

# Be a Star Seller!

Achieve great heights and quarterly gems

The Star Consultant and Ladder of Success program is a wonderful incentive program designed to encourage all Independent Beauty Consultants to achieve consistent sales goals over a calendar quarter.



## Stars and Ladders!

As an Independent Beauty Consultant, you will receive your very first contemporary platinum and gold-tone Ladder of Success pin, with a corresponding gem and numbered insert. As you continue to achieve a Star every calendar quarter, you will receive a corresponding number insert to show the world how many quarters you've achieved Star Consultant Status.

You can elevate to higher star levels and bonus rewards by adding teambuilding, refer to **"Be A Star Sharer"** page.

**Ladder of Success Achievement Table**  
Calendar Quarter

<b>Sapphire</b>	<b>Ruby</b>	<b>Diamond</b>	<b>Emerald</b>	<b>Pearl</b>
When you have a minimum cumulative amount of <b>\$5,000 NZ\$5,500</b>	When you have a minimum cumulative amount of <b>\$7,500 NZ\$8,250</b>	When you have a minimum cumulative amount of <b>\$10,000 NZ\$11,000</b>	When you have a minimum cumulative amount of <b>\$12,500 NZ\$13,750</b>	When you have a minimum cumulative amount of <b>\$15,000 NZ\$16,500</b>
Section 1 Retail orders processed during a calendar quarter, you will receive a <b>Sapphire Star</b> to add to your pin.	Section 1 Retail orders processed during a calendar quarter, you will receive a <b>Ruby Star</b> to add to your pin.	Section 1 Retail orders processed during a Calendar Quarter, you will receive a <b>Diamond Star</b> to add to your pin.	Section 1 Retail orders processed during a calendar quarter, you will receive an <b>Emerald Star</b> to add to your pin.	Section 1 Retail orders processed during a calendar quarter, you will receive a <b>Pearl Star</b> to add to your pin.



## Circle of Honour

When you achieve the Circle of Honour by achieving 56 quarters of Star Consultant status, you will receive an elegant pin that features genuine diamonds.



# Be a Star Sharer!

Climb even higher with selling and sharing!

## Take Credit for Team-Building:

You can earn additional team-building credit when you share the Mary Kay opportunity and achieve the minimum cumulative \$5,000 NZ\$5,500 retail Section 1 orders within the contest quarter. Each qualified new personal team member\* you add equals \$1,250 NZ\$1,375 of contest credit. It's a great way to support your retail Section 1 orders and move you to the next Star Consultant prize and Ladder of Success recognition.

## To Accumulate Contest Credits:

Contest credits are any combination of at least \$5,000 NZ\$5,500 minimum cumulative Section 1 Retail orders plus qualified new personal team members\* processed and accepted by the Company within the contest quarter.

## Add it up!

Contest Credit Table Calendar Quarter					
Qualified New Team Members	1	2	3	4	5
Contest Credit Earned	\$1,250 NZ\$1,375	\$2,500 NZ\$2,750	\$3,750 NZ\$4,125	\$5,000 NZ\$5,500	\$6,250 NZ\$6,875

This means you'll be rewarded for balancing your business with retail Sales and Teambuilding efforts.

## Here's how you can elevate to the next star by incorporating both selling AND sharing

Climb Even Higher with a Combination of Selling and Sharing Calendar Quarter				
Production Examples Only				
<b>\$6,250 NZ\$6,875</b> = <b>Sapphire Star</b>	<b>\$8,750 NZ\$9,625</b> = <b>Ruby Star</b>	<b>\$8,750 NZ\$9,625</b> = <b>Ruby Star</b>	<b>\$5,000 NZ\$5,500</b> = <b>Sapphire Star</b>	<b>\$12,500 NZ\$13,750</b> = <b>Emerald Star</b>
Plus 1 New Qualified* personal Team members = \$1,250 NZ\$1,375 Contest Credit	Plus 1 New Qualified* personal Team members = \$1,250 NZ\$1,375 Contest Credit	Plus 3 New Qualified* personal Team members = \$3,750 NZ\$4,125 Contest Credit	Plus 6 New Qualified* personal Team members = \$7,500 NZ\$8,250 Contest Credit	Plus 2 New Qualified* personal Team members = \$2,500 NZ\$2,750 Contest Credit
<b>New Level Achieved</b> = <b>Ruby Star</b>	<b>New Level Achieved</b> = <b>Diamond Star</b>	<b>New Level Achieved</b> = <b>Emerald Star</b>	<b>New Level Achieved</b> = <b>Emerald Star</b>	<b>New Level Achieved</b> = <b>Pearl Star</b>

\* A 'Qualified' new Team Member must have a minimum cumulative amount of \$1,000 NZ\$1,100 Section 1 Retail orders processed by the last ordering day of the month following the month in which the Independent Beauty Consultant Agreement was processed. The new Team Member counts for the quarter in which her qualifying order is processed.

# Star Level Rewards!

Be a Star Consultant Achiever to receive amazing star level prizes

For each level of the ladder of success program (Sapphire, Ruby, Diamond, Emerald or Pearl) you will be eligible for a reward for that level in addition to your jewellery rewards. Please note that you will only receive the reward for the level achieved, if you achieve a higher level you will not be entitled to the rewards of the lower levels.



## Year Long Consistency Achiever

Add some WOW!

By earning a 'Star' on your Ladder of Success each quarter for an entire year the special Ladder of Success Consistency Award will be yours.

### You will receive:

1. A \$100 'Seminar Voucher' that can be redeemed against your Seminar registration
2. Special 'On Stage' recognition at Seminar

