

ALL THAT GLITTERS IS

# GOLD

50th Anniversary Suit Collection

IF YOU CAN  
IMAGINE IT,  
YOU CAN  
ACHIEVE IT;  
IF YOU CAN  
DREAM IT,  
YOU CAN  
BECOME IT.

# DIQ

## PACKET

Become a Director in 4 months



MARY KAY

# 2014

## Why Become a Director?

*Here are a few reasons!*



- The Suit
- The Jewelry
- The Paycheck
- Area/Unit Recognition
- Increased Earnings
- You are a Leader
- Career Cars
- Attend Leadership Conference





# How Much Money... Would you like to earn???

Avenues of Income	Unit of 35	Unit of 45	Unit of 80	Unit of 100
Personal Sales Profit	\$600	\$600	\$600	\$600
Number of Unit Ordering (one third of unit size)	11	18	28	42
Monthly Unit Whls. Production (Average order \$450 x 1/3 unit)	\$5,000	\$8,100	\$12,600	\$18,900
Director's Commission (Unit Production x 13%)	\$650	\$1,053	\$1,638	\$2,459
Unit Volume Bonus	\$500	\$800	\$1,200	\$1,800
Recruiting	\$390	\$650	\$650	\$800
Company Career Car (Monthly cash compensation)	\$375	\$500	\$900	\$900
Personal Recruit Commission (\$100 for each qualified)	\$100	\$100	\$100	\$100
Unit Development Bonus (5 Qualified unit recruits)	\$500	\$500	\$500	\$500
Life Insurance Value (Company pays premiums)	\$25,000	\$50,000	\$100,000	\$100,000
Total estimated gross per month	<b>\$3,115*</b>	<b>\$4,203*</b>	<b>\$5,588*</b>	<b>\$7,159*</b>
Total estimated gross per year	<b>\$37,380*</b>	<b>\$50,436*</b>	<b>\$67,056*</b>	<b>\$85,908*</b>

\*These figures are examples based on utilizing all avenues of income available. Results achieved will vary from person to person based on individual effort.

*This is your year to shine! You can have it all!*



# DIQ News

When an Independent Beauty Consultant submits her Commitment Form to the Director-in- Qualification Program, she's serious about her Mary Kay business. She's ready to invest the time and energy needed to build a business that will enrich her life, her family's life and the lives of other women for years to come.

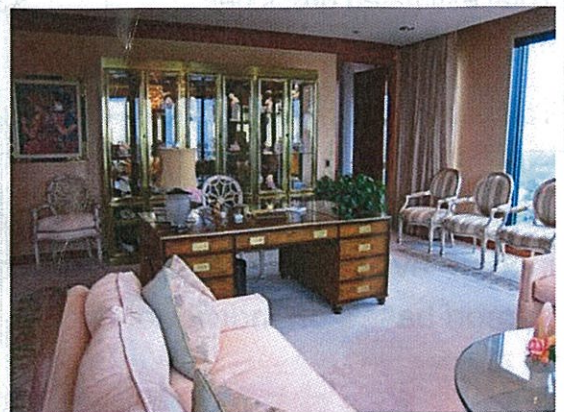
## Prequalification Requirements:

- Must be a Star Consultant in either the previous quarter or have at least \$1,800 in personal cumulative wholesale production postmarked during the current Star Consultant contest quarter (for DIQ purposes "current quarter" is as of the end of the month prior to submitting the Commitment Form).
- Must be personally active the month before entering the DIQ program (A1, A2 or A3 status).
- Must have 10 active personal team members.
- Be in good standing with the Company based on the terms of your Independent Beauty Consultant Agreement.
- Must have no accounts receivable with the Company under the current or any prior Consultant numbers.
- You may submit a Commitment Form online between the 8th and 10th of the month you wish to enter qualification. Or you may submit a paper Commitment Form postmarked on or before the first of the month in which you intend to enter the program.

If you have questions about the DIQ requirements, you can contact the DIQ Department at (800) DIR-SOON (347-7666) or read more on Mary Kay InTouch.



# MARY KAY



# Ideas for becoming a **Director**

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. Show them the prizes for the Queen of Sharing and Queen of Sales. Find out what their goals are and how you can help them achieve them. Let them know what your goal! **Get the excitement started!**
3. Put up a goal poster, a big one, where you will see it everyday. **Say 5 – 10 positive affirmations a 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 tapes or read something motivational every day.
5. Stay Organized and **don't sweat the small stuff!** 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. Do a minimum of 3 + 3 + 3 per week: three skin care classes, three personal team-building appointments and \$300 retail in new sales. Be sure and take your team members with you to your selling appointments so they can learn while you earn.
8. **Don't rely on your team to build 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 Consultants as soon as they've paid for their Starter Kit.**
11. Be an abundant thinker. **Shoot for 50 active team members.**
12. If things aren't going well, call your Independent Sales Director and talk to her. Never complain to any of your team members.
13. **Encourage your team members to be successful from day one by:**
  - ◆ 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 team-building appointments 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.

# DIQ Tracking Sheet

Submission Goal Date: \_\_\_\_\_

**1.** *Senior Consultant*



**2.**

**3.** *Star Team Builder*



**4.**

**5.** *Team Leader*



**6.**

**7.**

**8.** *Future Director*



**9.**

**10.** *Submit for DIQ!*

**11.**

**12.** *Halfway Point!*

**13.**

**14.**

*On Target Car*



**15.**

**16.**

**17.**

**18.**

**19.**

**20.**

**21.**

**22.**

**23.**



**24.**

*Congratulations!*

*New Director!!!*

# DIQ Goal Sheet

## 1. Directorship Debut Date: \_\_\_\_\_

# Of active consultants as of the 1st \_\_\_\_\_  
# Of active consultants need to finish this month: \_\_\_\_\_  
# Of active personals \_\_\_\_\_  
Total production for month: \$ \_\_\_\_\_  
Total production to go for \$18,000: \$ \_\_\_\_\_  
DIQ Production Goal: \$ \_\_\_\_\_

## 2. Career Car

Grand Achiever Performance Acct: \$ \_\_\_\_\_  
On-TargetDate to earn car: \_\_\_\_\_  
# Of Active Personals: \_\_\_\_\_  
Total Production of \$20,000: \$ \_\_\_\_\_  
Total Amount Remaining: \$ \_\_\_\_\_  
Team Production Goal: \$ \_\_\_\_\_

## 3. Retail Sales

Monthly Sales Goal: \$ \_\_\_\_\_  
Amount Sold Last Month: \$ \_\_\_\_\_  
Star Consultant Goal: \$ \_\_\_\_\_  
Prize: \_\_\_\_\_ # of Star Quarters: \_\_\_\_\_

## 4. Team Building

Medal: 5-Gold 4-Silver 3-Bronze \_\_\_\_\_  
Monthly Sharing Goal: \_\_\_\_\_  
Last Month's Medal: \_\_\_\_\_  
# Of Interviews needed: \_\_\_\_\_  
# Of Interviews last month: \_\_\_\_\_  
# Of Team Members last month: \_\_\_\_\_

Accelerate Your Success





# Track to DIQ here!

Name	(Per)	Month 1	Month 2	Month 3	Month 4	Total	\$600+
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
<b>My WHLS. Orders:</b>							
<b>Personal Team Total:</b>							
<b>Unit Wholesale Total:</b>							

# Consultant vs. Director earnings

## As a Consultant

Personal wholesale order required to receive 13%: \$600

New consultant's qualified order:	\$2,000.00
New consultant's qualified order:	\$1,800.00
New consultant's qualified order:	\$600
New consultant's order:	\$400
New consultant's order:	\$200
Total Team Production	\$5,000
Personal Team-Building Bonus (\$50 x 3 qualified)	\$150.00
Team Production (13%)	\$650
<b>Total Commission</b>	<b>\$800.00</b>

## As a Director

Personal wholesale order required to receive 13%: \$600

New consultant's qualified order:	\$2,000.00
New consultant's qualified order:	\$1,800.00
New consultant's qualified order:	\$600
New consultant's order:	\$400
New consultant's order:	\$200
Plus Personal Production	\$600
Total Unit Production	\$5,600
Unit Volume Commission (13%)	\$728.00
Unit Volume Bonus (10%)	\$500
Unit Development Bonus	\$300
Personal Team-Building Bonus (\$100 x 3)	\$300
Team Production (13%)	\$650
<b>Total Commission</b>	<b>\$2,478.00</b>

*Difference of \$1,678 for the same amount of work!*

For career path status and compensation purposes, a qualified team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company.

50  
YEARS

one  
woman  
can<sup>SM</sup>  
MARY KAY

In Mary Kay, what you choose to make is up to YOU! You decide upon your work and activity level! No one else!

There is no cap on the amount of money that you can make, so truly everything that you want in life, you can have, if you are willing to work!

# Become a Director in 4 months!

Would you like to make more money?

Be in a leadership position—helping other women?

Then directorship is for you! Here is a great 4 month plan to directorship:

Do a new Goal Poster for the next 4 months. Your goals should be as follows:

- Hold 3 to 5 classes each week.
- Hold 5 interviews a week for 5 new recruits each month
- Team production each month of a minimum of \$6,000
- Personal sales goal of \$2,400 retail (\$600 weeks)
- 13% commissions checks of \$650 from \$5,000 team production.

## Month One Assignment:

**Results - On Target with 5 Active**

1. Make the decision to do it!
2. Make a list of 20-30 hostesses.
3. Make a list of 15-20 recruiting prospects.
4. Call the list ASAP and book 10 classes (or faces) to be held in the next 2 weeks. Do not stop until you have 10 booked! (Plan to book 1 or 2 appointments from each class).
5. Call recruiting list and book 5 interviews, tape drop offs, or invite them to success meetings for next week.
6. When the list lacks names, get more from classes, referrals and warm chatter.
7. Call your director with interview dates, sales totals, and to share or email daily with the information.
8. Deliver Hostess packets and coach classes like a Master.
9. Get at least 25 recruiting packets ready. Things to order from MK:100 agreements, Something More Brochures and tapes or choices tapes, the Look Books or TimeWise® brochures to put in folder.

## Month Two Assignment:

**Results - On Target 2nd Month & Future Director with a minimum of 8 active**

1. Do 2 thru 9 on the side. Listen to tapes every day (Note: Income should be the same or more.)

## Month Three Assignment:

**Results - Earned car and finished 1st month DIQ!**

1. Do 2 thru 9 on the side. Team and DIQ production should be \$9,000.

## Month Four Assignment:

**Results - Finished Directorship with 24 Unit members.**

1. Do 2 thru 9 on the side. Production \$9,000 - total needed for \$18,000.

*If you think you can, you can!*

# Queen's Court of Sharing



*Company Court*

24 qualified new personal team members

\*must place a \$600 wholesale order, see intouch for complete details

July 1, 2013 - June 30, 2014

July	1.
	2.
Sept.	3.
	4.
Nov.	5.
	6.
Jan.	7.
	8.
Mar.	9.
	10.
May	11.
	12.

Aug.	13.
	14.
Oct.	15.
	16.
Dec.	17.
	18.
Feb.	19.
	20.
Apr.	21.
	22.
June	23.
	24.



“Aerodynamically, the **bumble bee** shouldn't be able to fly, but the bumble bee **doesn't know** it so it goes on **flying anyway.**” -Mary Kay Ash



# Queen's Court of Sales

*Company Court*

**\$36,000 total in retail sales**  
July 1, 2013 - June 30, 2014

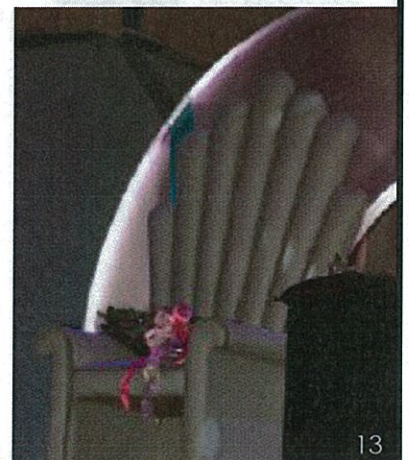
Break down your goal into bite sized pieces: 30 \$600 wholesale orders will get you to Queen's Court of Sales—\$18,000 wholesale/\$36,000 retail. Mark off a box each \$600 order you place! Then each month, calculate your monthly wholesale in the box below.

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

## Tracking your Monthly Sales

July \$ \_\_\_\_\_  
 August \$ \_\_\_\_\_  
 September \$ \_\_\_\_\_  
 October \$ \_\_\_\_\_  
 November \$ \_\_\_\_\_  
 December \$ \_\_\_\_\_

January \$ \_\_\_\_\_  
 February \$ \_\_\_\_\_  
 March \$ \_\_\_\_\_  
 April \$ \_\_\_\_\_  
 May \$ \_\_\_\_\_  
 June \$ \_\_\_\_\_



# Conducting a phone interview

It's helpful if the prospect has a recruiting packet in front of her or a blank sheet of paper ready to take notes.

**1. Introduce yourself or have the consultant introduce you.**

(If this is a 3 way call chat– chat a little. Maybe share how long you've been running your business. What you did before/currently.)

**2. Build Confidence** - Share what qualities you know about your prospective team member.

For example, "Gina's told me so much about you! She said you were an amazing Hostess" Share with her what the consultant sees in her. Build a foundation of trust and confidence by getting to know her through questions and

**3. Ask questions:** Get to know your prospective new team member

- *How long have you been in the area you live?*
- *Are you currently working? Do you enjoy your work? What specifically do you do? How long have you been at that specific job? that field? What specifically do you like about the job?*

These questions are imperative for you to find what's important to her life. Listen and jot notes, especially the things that evoke emotion from her. Ask clarification questions. "It sounds like a positive work environment with (nice people to work with/challenging work... ) is important to you. It seems as if you would like (more flexibility/income potential...) in a career? You now should have a pretty good idea what's important to her and what's missing in her life. Your job is to continually keep the conversation focused on her and Mary Kay.

**4. Share the points in the Marketing Plan that pertain to her needs and desires.** You may want to have her follow a marketing sheet with you if she has one. If not she can jot down notes as you go along. Always start with the product sales this is where everything begins. "We each individually buy directly from Mary Kay Inc. at wholesale and sell at retail. So you would purchase product from the company at 50% discount then share it at a facial or party and those that choose to become customers buy it at retail. The difference between wholesale and retail is your profit." etc. Share Team building in a simple and understanding way. "Mary Kay pays us commissions based on the size and strength of our teams. The only way I'm successful is to help others be successful."

**5. Here are some questions you can ask:**

- What was of interest to you?
- Were you surprised by anything?
- Did we increase your understanding?
- Did we increase your interest?
- What would keep you from beginning a business?

**6. Close by asking her where she is.** You may need to layer her more so ask where her interest stands.

A-Absolutely this is for me, I'd love to have my own business!

B-Buy me a cup of coffee/coke so I can meet you face to face. (obviously if she's out of town you'll have to adjust to a video or local meeting, etc.)

C-I'm curious but need more info. (here you will need to ask more questions to specify what's missing)

D-Definitely not for me I'd like to stay a customer but I'll be a great talent scout.



# DIQ weekly activity sheet

For week ending: \_\_\_\_\_

1. How many classes did you choose to have in your datebook for last week? \_\_\_\_\_
2. How many classes did you personally hold last week? \_\_\_\_\_
3. How many personal interviews did you choose to schedule for last week? \_\_\_\_\_
4. How many personal interviews did you hold last week? \_\_\_\_\_
5. How many people did you personally recruit last week? \_\_\_\_\_
6. What were your total retail sales last week? \_\_\_\_\_
7. How many classes do you have in your date book for THIS WEEK? \_\_\_\_\_
8. How many interviews do you have scheduled for THIS WEEK? \_\_\_\_\_
9. How many classes did your team hold last week? \_\_\_\_\_
10. How many interviews did your team hold last week? \_\_\_\_\_
11. How many new team members did your team recruit last week? \_\_\_\_\_
12. How many guests did you and your team have at the last meeting? \_\_\_\_\_
13. What is the total amount of production that went in this past week? \_\_\_\_\_
14. Number of PACESETTER sheets handed in weekly from unit members? \_\_\_\_\_
15. How many new prospects did you choose to meet last week? \_\_\_\_\_



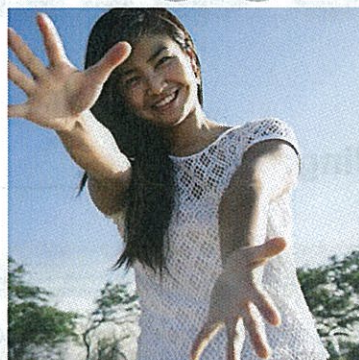
Setting Goals  
Succeeding  
Accomplishing

It's the Mary Kay way!

# Who Should I Recruit?

## A. List 5 most important things Mary Kay has given you:

- 1.
- 2.
- 3.
- 4.
- 5.



## B. Name someone who needs:

1. Money:
2. Motivation:
3. Friends:
4. Self-Confidence:
5. Improved Self-Image:



## C. Name someone you know who likes:

1. People:
2. Excitement:
3. Travel:
4. Glamour and Elegance:
5. New Clothes:

## D. Name someone you know who is the:

1. Most Enthusiastic:
2. Most Bored:
3. Most Active in Volunteer Work:
4. Most Social:

### Maybe She Needs Me...

It had been a long day! I was finishing a task, And as I hurried past her, a little voice said, "Ask!" "Oh, not today," I told myself. "I'm tired and it shows." Besides, I might look foolish, and she'd likely just say, "No." While drifting off to sleep that night, I saw her face again. I wondered what her life was like, her needs, her dreams, her pain. What if she'd been wishing for a friendly word and smile, A chance to know somebody who would go that extra mile? What if she'd been waiting for a break, an open door? Was this the opportunity that she'd been waiting for? I saw the cars she might not drive, the rings she might not wear, Because I would not risk myself; to stop, to ask, to care. So what if what I offer is not her cup of tea? That's a choice for her to make, how selfish can I be? When all my dreams are realized, I don't want to regret, The lives I wouldn't touch and chance the "No's" I didn't get. Oh, lets live a true go-give and let my mission be... **Not to think "Do I need her?" but "Maybe she needs me!"**



# Communicating & Questioning

## 1. Tell me a little bit about yourself?

- Where are you from?
- How big is your family?

## 2. Are you currently working?

- What do you like about your job?
- What would you change about it if you could?
- Where do you see yourself in 5 years?
- What does your current job add to your family's values and life?
- If you gave your current job your absolute all for the next 5 years, would it significantly change your financial situation?

## 3. What dreams do you have for you and your family?

## 4. What skills do you have that would benefit you in a Mary Kay business?

## 5. Would you consider yourself trainable?

## 6. You know that we can't be guaranteed anything in life, so doesn't it make sense to work to build something that you control?

## 7. What would your husband think about you doing a part-time business with Mary Kay?

## 8. How much time do you think it takes to build a Mary Kay business?

## 9. If I could show you how to sandwich this business in with your everyday life, would it be something you could enjoy?

## 10. Of the information I shared with you today, what impressed you the most?

## 11. Do you feel you have all the information you need to make an informed decision?

## 12. Is there any reason why we couldn't go ahead and get you started in Mary Kay today?

## 13. Do you have any other concerns?

**If she says no, follow- up with the following:**

*"You know, \_\_\_\_\_, you are so \_\_\_\_\_ I would just love to work with you! So, if you find yourself driving around thinking about who you could facial, then maybe this is something you need to go ahead and do. Do you mind if I call you tomorrow and ask you for your decision?"*



MARY KAY



# Great Scripts

## Referral Script

This is a great way to get referrals and get appointments of your books! You work with existing customers and call each one of them using the script below.

"Hi, \_\_\_\_\_, this is \_\_\_\_\_, your Mary Kay Consultant! Do you have a quick minute? Great! The reason I'm calling is to share something called the Beauty of Friendship with you. Can you think of anyone that's overstressed and under appreciated? Or someone who did something really special for you lately? Would you like to earn some free product? Great! The Beauty of Friendship is a special offer I do for preferred customers only. It's a chance for you to give that someone special a facial and makeover and \$10 Gift Certificate at no charge. I will pamper her, then let her choose whatever she'd like with her \$10. I have a card that goes with the gift certificate that you can have me write something special to her and I will mail it to her and then professionally follow-up. I want you to know I will treat her with the utmost care and consideration. You can choose up to 5 special women to share this special gift with."

Get the names and numbers and keep track of them on an a spread sheet to make sure that your customers get their \$10 credit once the referral holds her appointment.

When you call the referral, I would say something like:

"Hi, \_\_\_\_\_, This is \_\_\_\_\_ with Mary Kay Cosmetics. You haven't met me yet, but we have a mutual friend in \_\_\_\_\_. (Pause and let her process for a second). Do you have a quick minute? Great! The reason I'm calling is because \_\_\_\_\_ is such a valued customer of mine and when I asked her who she knew who was overstressed and under pampered, she mentioned your name. (I usually laugh or she does at this point). So, I'm calling to let you know that \_\_\_\_\_ recommended you for a pamper time of a complimentary facial and makeover and a \$10 gift certificate for you to use as you choose. Is there any reason why we couldn't get together for a little pampering time? "

Let her respond and take it from there with the correct booking approach and/or overcoming objections.

## \$30 Free Product Interview Script

Who: hostesses, skin care customers, anyone that you'd LOVE to work with

"Hi, \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay! Do you have a quick minute? Great! \_\_\_\_\_, I'm so excited because I have chosen to move up into Leadership with Mary Kay! (Let her respond, they'll either be surprised or excited most of the time). The reason why I'm calling today is to offer you \$30 in Free Product if you would consider helping me with my training to move into this new position. What it involves is simply being willing to allow my director (or you if you're a DIQ) to talk with you via the phone and give you some basic information on how the business side of Mary Kay operates and whether it may be something you'd be interested in. \_\_\_\_\_, this may or may not be for you and that's ok! But, I know that you've expressed that (insert her need or what you see in her here) and I think you'd be great. Is there any reason why you couldn't help me with my training and receive some Free Product at the same time? Great!"

(Set up appointment for a call at that time). Depending on the person, I will either take the order for the \$30 in free product then or after the phone call. I only deliver the product after the appointment has been held (of course, hee hee). I have noticed that sometimes the prospect will start to give you objections right then.

PLEASE don't try and overcome them right there. That wasn't the purpose of the call. However, you might make a note about them and let your director know some of the things that she's said previously to allow her to be prepared for the phone call.



# DIQs Most Important List



1. Personal selling appointments with NEW contacts with a new consultant observing.
2. Personal interviews with moving up or new consultants observing.
3. Unit meeting and other event attendance WITH guests.
4. New Personal team member debuts.
5. Unit Interviews (utilize 3 way calling to pre-qualify)
6. New Unit Member Debuts with recruiters observing and training.
7. Unit Communication: a. New Cons. b. Moving up cons. c. Others. Spend 80% of your time with groups a and b.
8. Customer Service  
(unless it introduces you to new faces then see #1)
9. Delegating tasks that don't need your attention.  
(Product labeling, etc.)
10. Tracking your Team and Unit's progress.



## DIQ TIME TRAPS

**Don't get caught in these traps! Be aware of creative avoidance!**

### **Power Partner Trap:**

Calling a sister DIQ or consultant to "Power Partner." Many times these calls turn into a discussion of what isn't happening. Typically, one DIQ will grow faster than the other. Then this can happen. The faster one slows down to keep the other from feeling inadequate. Nobody wins!! Your Director is your best "Power Partner." Encouraging and sharing great ideas with your sister DIQ's is always great.

### **E-MAIL Trap:**

Set a timer! Only check before 9 am (only if you are showered and ready to go) or after 9 pm. Don't read everything! Get friendly with the delete key.

### **Administrative Trap:**

Labeling, stamping, cleaning.... Utilize a babysitter, child, husband or hire someone to do this work. If it doesn't produce money, don't do it. Use your product to barter! If you are challenged with time management, do the 15 minute timer test. Carry a timer around with you and set it for 15 minutes. Every time it goes off ask yourself, "Is this good use of my time?" If you say yes, set the timer again and continue. If you say no, stop, re- focus and set the timer again. Soon you will create a positive habit.



DIQ Packet  
[www.coacollection.com](http://www.coacollection.com)  
817-900-9489