



# Independent Beauty Consultant Action Plan

This action plan offers suggestions that can help you make *Destination Red* a reality!

You can:

1. Become familiar with the *Destination Red* qualifications on *Mary Kay InTouch*<sup>®</sup>. Put *Destination Red* on your goal poster, and print a *Destination Red* personal tracking sheet.
2. Determine your strategy to make *Destination Red* a reality. Your recruiter and/or Sales Director are great resources. However, here are some examples.
  - a. Add two or more new personal team members in January, and then support them as they grow their Mary Kay businesses. **Don't forget, new personal team members count double toward *Destination Red* in January!** That means you could check that qualification off your tracking sheet if you add three new personal team members in January who become *Great Start*-qualified.\*
  - b. Break the qualifications up into equal parts. For example, if you break the \$3,600 adjusted personal wholesale Section 1 production up into six equal parts, one for each month of the qualification time frame, then your goal could be to sell \$600 wholesale Section 1 products each month.
  - c. Complete as many of the qualifications as possible this month, right out of the gate, to allow as much time as possible to focus and finish up the others. For example, you could consider committing to a Power Start or a 10-show week this month with a goal to sell enough products to support a \$3,600 wholesale Section 1 order that could come from that activity.
3. Share the products and the perks of a Mary Kay business with everyone – customers and potential team members. Invite them to join your team, as it's more fun to work a Mary Kay business with friends, and even encourage them to make *Destination Red* their goal so that you can experience this Mary Kay vacay together.
  - a. Create a pretend wedding invite list to include at least 150 names. The list could include friends, family, parents' friends, co-workers, spouse's family, spouse's friends, spouse's co-workers, social media contacts, etc. Partner with your recruiter and/or Sales Director for team-building tips, and use the *Love What You Do* team-building flier at your team-building appointments.
  - b. Review the *Great Start* Action Plan for Team-Builders. You can share the *Great Start* Promotion with new team members, and support them as they hold their *Great Start* Grand Openings (if applicable), skin care parties and team-building appointments each week.
  - c. Encourage new personal team members to keep selling and sharing the fun that a Mary Kay business can offer in an effort to help them add three new people to their teams and move up to become Star Team Builders.
4. Track your progress on your *Destination Red* personal tracking sheet. You may want to share your progress with your recruiter and Sales Director each week. You can evaluate your monthly progress, and adjust accordingly. Don't forget to celebrate your wins along the way!

\*A *Great Start*-qualified new personal team member is one whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products, and the orders are received and accepted by the Company in the same or following three calendar months that her Independent Beauty Consultant Agreement is received and accepted by the Company.