

## 10 MOST FREQUENTLY ASKED QUESTIONS FROM DIQS

### 1. How do I balance DIQ while still working a full-time job?

The great thing about your Mary Kay business is that it is flexible and adjusts to your schedule. We all have the same 24 hours each day, but it is how you use those hours that will make the difference during DIQ. Independent National Sales Director, Jamie Taylor, uses a simple formula to show a DIQ how much time they can devote to their Mary Kay business without sacrificing any of their family or job commitments.

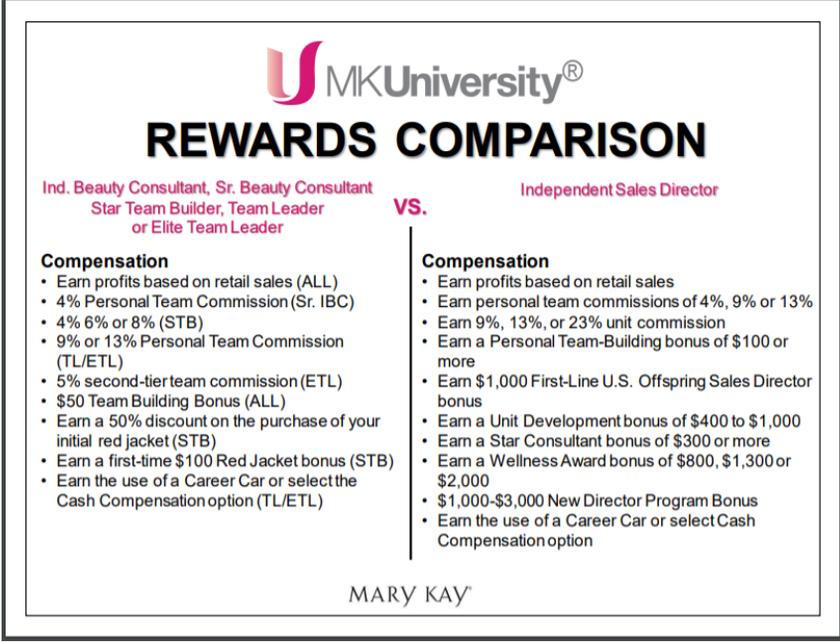
Total Hours Available: 24 hours per day x 7 days = 168 hours per week

Total Hours	168
Full-time Job	-40
Sleep (8 hrs/day)	-56
Family time (3 hrs/day)	-21
Daily prep time (1 hr/day)	-7
Commute time	-4
<b>REMAINING HOURS</b>	<b>40</b>

As you can see, the chart above shows an example of how someone could meet all of their commitments and still have plenty of time remaining to work her Mary Kay business! The key is to make the most out of the time that is devoted to your business by working efficiently and always having appointments on your books!

## 2. What are the avenues of income for an Independent Sales Director?

The image below is a great comparison of the earning potential for an Independent Beauty Consultant compared to an Independent Sales Director.



The graphic is a comparison chart titled "MKUniversity® REWARDS COMPARISON". It compares the compensation of an Independent Beauty Consultant (Sr. Beauty Consultant, Star Team Builder, Team Leader, or Elite Team Leader) against an Independent Sales Director. The chart is divided into two columns by a vertical line, with "VS." in the center. The left column lists various compensation items for the Beauty Consultant, including retail sales profits, personal team commissions (4%, 6%, 8%, 9%, or 13%), a second-tier team commission (5%), a \$50 team building bonus, a 50% discount on a red jacket, a first-time \$100 red jacket bonus, and a career car or cash compensation option. The right column lists compensation for the Independent Sales Director, including retail sales profits, personal team commissions (4%, 9%, or 13%), a 9%, 13%, or 23% unit commission, a \$100 personal team-building bonus, a \$1,000 first-line U.S. offspring sales director bonus, a \$400 to \$1,000 unit development bonus, a \$300 star consultant bonus, an \$800 to \$2,000 wellness award bonus, a \$1,000-\$3,000 new director program bonus, and a career car or cash compensation option. The Mary Kay logo is at the bottom.

Ind. Beauty Consultant, Sr. Beauty Consultant Star Team Builder, Team Leader or Elite Team Leader	VS.	Independent Sales Director
<b>Compensation</b> <ul style="list-style-type: none"><li>• Earn profits based on retail sales (ALL)</li><li>• 4% Personal Team Commission (Sr. IBC)</li><li>• 4% 6% or 8% (STB)</li><li>• 9% or 13% Personal Team Commission (TL/ETL)</li><li>• 5% second-tier team commission (ETL)</li><li>• \$50 Team Building Bonus (ALL)</li><li>• Earn a 50% discount on the purchase of your initial red jacket (STB)</li><li>• Earn a first-time \$100 Red Jacket bonus (STB)</li><li>• Earn the use of a Career Car or select the Cash Compensation option (TL/ETL)</li></ul>		<b>Compensation</b> <ul style="list-style-type: none"><li>• Earn profits based on retail sales</li><li>• Earn personal team commissions of 4%, 9% or 13%</li><li>• Earn 9%, 13%, or 23% unit commission</li><li>• Earn a Personal Team-Building bonus of \$100 or more</li><li>• Earn \$1,000 First-Line U.S. Offspring Sales Director bonus</li><li>• Earn a Unit Development bonus of \$400 to \$1,000</li><li>• Earn a Star Consultant bonus of \$300 or more</li><li>• Earn a Wellness Award bonus of \$800, \$1,300 or \$2,000</li><li>• \$1,000-\$3,000 New Director Program Bonus</li><li>• Earn the use of a Career Car or select Cash Compensation option</li></ul>

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Keep in mind that this does not include any of the profits from personal sales, and it also does not include the additional rewards like cars, trips and jewelry that are also available to earn.

## 3. How can I do more with my personal Mary Kay business and still support my team?

As a DIQ, the most important thing to remember is that your personal business should always be the top priority. Do not make the mistake of no longer holding skin care parties or facials, team-building appointments or booking sessions because you want to support your team members. As Mary Kay Ash said, "Keep your motivation high for yourself, and lead your people by example."

Have your team members "learn while you earn" by attending your selling appointments as an assistant. Show them how you make a great income by working your Mary Kay business, and they will follow in your footsteps by building their own personal businesses.

#### **4. How do I motivate my team?**

Generally, everyone likes to feel that they are a part of something bigger than themselves. It is important to make sure that your team is completely focused on the next goal – creating a brand new unit with you as their leader – and how critical they are to making this goal a reality. You need to paint the vision of what the future will look like. It is up to you to show your team how they will benefit from and celebrate such an outstanding accomplishment.

#### **5. I am experiencing a lot of cancellations lately. What should I do?**

Cancellations are a normal part of any business operation, so do not be discouraged. The best way to overcome this is to use a technique originally taught by Mary Kay Ash - dovetailing. Essentially, this is just the practice of double or even triple-booking yourself with appointments. Have the courage to book two selling appointments for the same time on the same day! When one of those appointments cancels, you have nothing to worry about because you still have an appointment on your books! It sounds incredibly simple, but it really does work!

#### **6. How do I become an Independent Sales Director if my friends/family members are not supportive?**

Dealing with negativity or a lack of support from the ones we trust the most can certainly be a challenge, but it can also be overcome. Always keep in mind that your friends and family members want what is best for you. Usually, a lack of support can be traced back to a lack of understanding on their part. The best way to deal with this situation is to talk about the positive experiences you are having while working your business. This can be a successful party with a large amount of sales or a new team member that is excited to start her business.

When dealing with a spouse who is not supportive, the best way to overcome any negativity is by showing them how much money you are making. When your profits can contribute to the financial obligations of your family, you will see a sudden shift in their mindset!

By sharing the positive aspects of your Mary Kay business, those around you will soon realize how happy and successful you have become. Often those who were the most negative initially can become your biggest supporters because they can see the positive impact of your business.

## **7. What are some of the expenses a new Independent Sales Director should anticipate?**

Once you debut as an Independent Sales Director, you should be prepared to have some additional operating expenses. After all, you are now leading an entire unit! Just like your Sales Director, you will want to make sure you have a space to hold your weekly success meetings. It is also advisable that you seek out an assistant to help with the general administrative tasks for maintaining your unit. This can include emails to unit members or monthly newsletters, and recognition. You want to make sure you continue to work your personal business, just like you did when in DIQ, and consider delegating all of the non-income producing activities to your assistant.

## **8. How do I close those potential team members who are still on the fence?**

The process of team-building is more of an art than a science. This is a relationship business, and the most critical aspect of whether or not she decides to start a Mary Kay business is her relationship with you. While many team members will decide instantly that they want to start their business, some individuals may prefer to think about it before making a decision. This is perfectly normal and something that should be seen as a positive. After all, if she takes the time to think about the decision to join, then she is at least considering it! Now it is up to you to show her all of the benefits that can come from starting a Mary Kay business.

The key is to home in on her primary reason for starting a Mary Kay business, commonly referred to as her “why”. This “why” is the thing that she would most like to change about herself or her current situation. It can be anything from financial independence to personal growth and confidence. Her “why” may be completely different from yours, but it is up to you to help her to identify it. If you can show her how a Mary Kay business can meet that primary need, then she is more likely to become the newest member of your team.

Also, do not be afraid to follow up multiple times with a potential team member who is undecided. It takes time to build a relationship with someone, and this follow up process is often called “layering”. It may take multiple meetings or discussions before a potential team member feels comfortable enough to make the decision to start her Mary Kay business. Each person is different, and it is important to allow her to go through her individual decision-making process.

## **9. I feel like I'm going in so many directions at once. How do I get organized?**

The great thing about having Mary Kay business is that you do not have to reinvent the wheel! There are literally thousands and thousands of women who have realized great success through their Mary Kay business, and all of them started from the beginning – just like you! Your Independent Sales Director or National Sales Director can help you implement the right systems you need to make your Mary Kay business operate smoothly and efficiently. The most important thing to realize is that you can always reach up to your current leader to get the training or mentoring you need to be successful.

## **10. What is the best way to use my time and my Sales Director's time during DIQ?**

You must remember that the time you devote to your Mary Kay business needs to be maximized by focusing on the right activities. If your datebook is empty, then the first thing to do is start making phone calls to book appointments. A full datebook is essential to growing your business. It is recommended that you see a minimum of 30 faces each month and hold 3-5 selling appointments each week. This personal activity is where you should be spending your time in DIQ.

You should maintain regular communication with your Sales Director. She will be a key support system for you as you work to build this new unit. Consistent personal activity, combined with regular touchpoints with your Sales Director, are highly encouraged during the DIQ period.