

# MARY KAY®

## DIQ STEPS TO SUCCESS

Are you ready to step up your Mary Kay business?

Do you have a passion for developing leaders  
and helping others find success in their businesses?

If this sounds like you,  
then you are in the right place!

### 1. Know Your WHY

Why do you work your Mary Kay business? Why do you want to become an Independent Sales Director? Your Why ultimately gives what you do meaning. Knowing your Why and having a clear vision for where you're going can help motivate and inspire you to do the necessary work to achieve your goals.

#### TAKE ACTION:

- ◆ Create a clear, vivid statement of your Why.
- ◆ Share your Why statement with your family. (Enroll your family in your goals.)
- ◆ Develop your I-story.
- ◆ Attend a Company or unit event.

#### RESOURCES:

- ◆ Access Step 1 of Mary Kay University to [Explore Your Why](#).
- ◆ Listen to the *The Power of Your Why* audio file with Independent Executive National Sales Director Pamela Waldrop Shaw on the [Mary Kay® Mobile Learning App](#).

### 2. Working Full Circle

*Full circle* is defined as **BOOKING** skin care parties, **COACHING** the hostess so the parties hold, **SELLING** Mary Kay® products and **SHARING** the Mary Kay business opportunity.

#### TAKE ACTION:

- ◆ Consistently hold three skin care parties per week! Mary Kay Ash suggested a formula of 3+3+3 every week (three skin care parties per week, three sharing appointments per week, selling \$300 retail per week).
- ◆ Shadow a team member as she holds her own skin care party. Inspect what you expect.

#### RESOURCES:

- ◆ Access the [Digital Zone](#) for best practices when sharing with your customers virtually.
- ◆ Listen to the *Six B's of Booking* audio file with Independent Senior Sales Director Crystal Gardner on the [Mary Kay® Mobile Learning App](#).

### 3. Team-Building

When you develop your selling and team-building skills and help your team members do the same, you can create thriving teams of teams within your future unit. It can ultimately lead to prolonged success as an Independent Sales Director.

#### TAKE ACTION:

- ◆ Work with your Independent Sales Director to use the resources and suggested scripts for sharing the opportunity.
- ◆ Shadow team members as they practice your team-building approach. Learn while you earn.
- ◆ Are your team members ready for DIQ? Assess your team members' readiness for DIQ by sharing your goal to be an Independent Sales Director and what that means (and how they can help). Do they have their own desires to grow their businesses? Are they ready for this commitment? Do they know what their Whys are?

#### RESOURCES:

- ◆ Visit [How To Team-Build](#) for team-building resources and best practices, such as the Team-Building Flier.
- ◆ Reference the [Learn to Lead pdf](#), and share it with your team members as they begin developing their own teams.
- ◆ Watch the *Full-Circle Selling and Team-Building as a DIQ* video with Independent Executive Senior Sales Director Christine Barrueco on the [Mary Kay® Mobile Learning App](#).

### 4. Mary Kay Business Basics

Understanding the Mary Kay career path, compensation plan, rewards and the *Great Start™* Program for new Independent Beauty Consultants is helpful as you build and grow in your own Mary Kay business. It also helps you encourage and lead your team.

#### TAKE ACTION:

- ◆ Do you know how to build and grow a loyal customer base and sell *Mary Kay®* products?
- ◆ Do you know how to help others build and grow a loyal customer base and sell *Mary Kay®* products?
- ◆ Do you understand the *Great Start™* Program rewards for new Independent Beauty Consultants? Are you confident in helping others understand and maximize the *Great Start™* Program?

#### RESOURCES:

- ◆ Visit [Career Path](#) for the latest information about your earning potential.
- ◆ Visit [Great Start™ Program](#) to find action plans, videos and other resources available to help integrate this rich program into your team-building systems.
- ◆ Encourage new team members to download the [Mary Kay Great Start® App](#) as soon as they start their Mary Kay businesses so they can keep track of their rewards.
- ◆ Reference your *Great Start™* Tracking report by visiting [myBusiness<sup>SM</sup>](#) and then selecting *Great Start™* Tracking to track your personal team members' *Great Start™* successes.

## 5. Leadership 101



Growing your leadership skills by improving your emotional management, time management and financial management skills can help you grow your personal Mary Kay business and also help your unit members do the same.

### TAKE ACTION:

- ◆ Talk to your Independent Sales Director and volunteer to take an active role at her unit meeting.
- ◆ Play an active role in your new team members' *Great Start*™ Grand Opening.

### RESOURCES:

- ◆ Reference the [Learn to Lead pdf](#).
- ◆ Watch the [Power of Red videos](#) with Independent Future Executive Senior Sales Director Richelle Barnes and Independent Executive Senior Sales Director Lauren Bloomer.
- ◆ Access the Weekly Plan Sheet and Weekly Accomplishment Sheet in the Resources portion of [Step 11](#) of MKU to help you prioritize your time and track your personal and team members' activity.
- ◆ Watch the *What You May Expect as a DIQ and as a New Independent Sales Director* video with Independent Senior Sales Director Ryan Rives on the [Mary Kay® Mobile Learning App](#).

## 6. Mentorship



“To qualify as your mentor, a woman must already have done what you wish to accomplish. It’s always easier to ask someone you know to be your mentor, but you might be surprised by how receptive a stranger can be. You just need a little humility to ask for help. Also, make sure you choose a mentor who will be available when you need her. If she’s not readily accessible to guide you, she’s not the right mentor.” – Mary Kay Ash

### TAKE ACTION:

- ◆ Do you have someone you can reach out to for business support? This ideally would be your Independent Sales Director. Does she know of your desire to be an Independent Sales Director?
- ◆ Do you have a power partner you trust for emotional support?
- ◆ Reach out to your DIQ and New Independent Sales Director Development Department support partners to talk about your goal to be an Independent Sales Director. This department was created to support and guide you through the process of debuting as a Sales Director. Call 800-347-7666 to leave a detailed message, and someone will return your call by the next business day.

### RESOURCES:

- ◆ Listen to the *Mindset, Emotional Management in Action* audio file with Independent National Sales Director Lara McKeever on the [Mary Kay® Mobile Learning App](#).
- ◆ Watch the *Choices* video with Independent Elite Executive National Sales Director Emeritus Gloria Mayfield Banks on the [Mary Kay® Mobile Learning App](#).

Lastly, keep dreaming big and remember, we believe in you! As Mary Kay Ash said, *“Be a dreamer. Have a sense of greatness. It has been said that if you can dream it, you can do it. And I believe that. Before your dream can become a reality, you have to see it in your own mind; see its fulfilment, whatever it may be.”*