


# MARY KAY®

## BEST PRACTICE SUGGESTIONS TO FINISH DIQ WITH STRENGTH AND MOMENTUM

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- 1. Gather your family around the goal.** Talk to your spouse/family to discuss your goal of becoming an Independent Sales Director. Explain how achieving it could benefit your family, and let them know what to expect over the next few months. Enlist their help with chores so you can concentrate on working your business.
- 2. Stay connected with your mentor.** Call your Independent Sales Director or mentor regularly for accountability. Complete your Weekly Accomplishment Sheet and submit it to her consistently. Ask her to listen in on your team-building appointments and/or inventory decision talks, and ask her to provide feedback. These are skills that will be foundational to your strength as a new Independent Sales Director.
- 3. Build camaraderie within your team.** Talk with your team about the goal of forming a new unit, and let them know why each person's role is crucial for accomplishing that goal. Meet with them regularly to update them on your progress.
- 4. Plan your work, and work your plan.** Familiarize yourself with your reports and know how to use the information to strategize for DIQ success, and encourage your team members to do the same.
- 5. Track your progress.** Check your DIQ Detail Report daily, and use the different tracking sheets provided by the Company to help you track your progress.
- 6. Know your personal and your team members' sales volume and team-building numbers.** Do you know your and your team members' personal averages for both sales volume and team-building? Calculate them to help you come up with a concrete plan to finish DIQ strong. Keeping up to date with your unit numbers can help you stay on track for reaching your goals.
- 7. Be a leader.** Take on a more visible role during unit meetings to help hone your leadership skills so that your team members can see you as a leader. This is also a good way to prepare you to conduct your own unit meetings in the future.
- 8. Party! Party! Party!** Make it a goal to conduct consistent Power Starts/Perfect Starts while in DIQ. Remember, the best place to make sales and find new quality team members is at a skin care party. Bring your current team members with you so that they can learn while you earn!
- 9. Know the rules.** Become very familiar with the requirements to finish DIQ. You don't want to miss out on reaching your goal because you aren't aware of all of the requirements.
- 10. Contact your customers and former hostesses.** Your customer and hostess lists are the best places to find well-layered prospects. They love you, and they already love the product. Now might be the perfect time to ask them if they would like to start their own Mary Kay businesses. And even if they decide it's not something they would like to do right now, share your goal of becoming an Independent Sales Director with them and ask them to help by hosting a skin care party for you.

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- 11. Manage your time wisely.** Set your appointments closely together and/or double and triple book them so that if someone cancels, you will not be discouraged because someone else will always show up. Use breaks and downtime to make extra calls. Work hard up front to make it easier toward the end. Remove all distractions so you can be laser-focused on your goal.
  - 12. Manage your emotions, and keep your head in the game.** Listen to inspirational talks on the *Mary Kay*® Mobile Learning App to stay motivated. Expect the nos. Only take advice from someone you would trade places with. Always reach up, not sideways. Celebrate the successes along the way!
  - 13. Work to build a strong unit from the start.** Identify potential new team members who can help you build the strength and longevity of your new unit.
  - 14. Make sure your skills and systems are duplicable.** Model the activity and behavior that you want your team members to adopt. This can help you transfer those skills to them. By showing them and teaching them important skills and systems, you can help equip your team members for long-term success.
  - 15. Implement the *Great Start*® Program into all your new Independent Beauty Consultant discussions.** Not only can it help you guide your new team members in making the best inventory decision that's right for them, it is also a great resource to incentivize them to start building their own teams right away.
  - 16. Always work full circle because most people will work their Mary Kay businesses the way they experienced it with you.** Remember that everything you do with your customers today can be used as a layering resource that could one day motivate them to join your team.
  - 17. Develop teams of teams.** A first-time Star Team Builder can contribute greatly to your annual unit sales volume. So while you are in DIQ, start identifying strong team members who you can develop into Star Team Builders. This can help you debut with teams of teams.
  - 18. Consider hiring part-time help.** Hiring part-time help does not need to be expensive. Remember, any activity involving people is your job. Everything else could be delegated.
  - 19. Build a relationship with the DIQ Department.** Call **800-347-7666** for support or to get answers to any DIQ-related questions you may have. Remember, the Company wants you to succeed! So we are happy to help you in any way we can.

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