



BEST PRACTICE SUGGESTIONS TO FINISH DIQ WITH STRENGTH AND MOMENTUM

- 1. Enroll your family in 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. Hire part-time help** – Hiring part-time help does not need to be expensive. You could offer Mary Kay® products for a few hours of non-income producing activities every week. Remember, any activity involving *people* is your job. Everything else could be delegated.
- 3. Build esprit d’ corps with your team** – Talk to your team about the goal of forming a new unit and ask them how they would like to contribute to accomplishing that goal. Meet with them regularly to update them on your progress.
- 4. Make a 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 Production Report daily and use the different tracking sheets provided by the Company to help you track your progress.
- 6. Know your and your team members’ numbers** – Do you know your and your team members’ personal averages? Calculate them to come up with a plan to finish DIQ strong.
- 7. Utilize your mentor** – Call your Independent Sales Director (or mentor) regularly for accountability. Complete and submit your *Weekly Accomplishment Sheet* 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.
- 8. Be a leader** – Take on a more visible role during unit meetings to help hone your leadership skills, so that your team members could see you as a leader. This is also a good way to prepare you to conduct your own unit meetings in the future.
- 9. 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 the skin care party. Bring your team members with you so that they can also learn while you earn!

- 10. Call all your customers and former hostesses.** – Your customer and hostess lists are the best place 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 business... 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.
- 11. Know the rules** - Read the *Advance Brochure* and become very familiar with the requirements to finish DIQ.
- 12. Go On-Target for Car** – Know the requirements and work with your team to come up with a strategy to earn it! Car-driving units are strong units.
- 13. Manage your time wisely** – Dovetail your appointments 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 towards the end. Remove all distractions so you can be laser-focused on the goal.
- 14. 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!
- 15. Work with a sense of urgency** – If you finish DIQ quickly, you may have more momentum as you start your role as a new Independent Sales Director.
- 16. Make sure your skills and systems are duplicatable** – Model the activity and behavior to transfer the skill to your team members. Show them. Teach them the skills that can help equip them for long-term success.
- 17. Implement *Great Start* in all of your new IBC discussions.** - Not only will it help you guide your new team members in making the best inventory decision that's right for them, but it is also a great tool to incentivize them to start building their own teams right away.
- 18. Always work full-circle because most people will work their Mary Kay business the way they experienced it.** - Remember that everything you do with your customers today can be used as a layering tool that could one day motivate them to join your team.
- 19. Build teams of teams.** - On average, a first-time Star Team Builder can contribute up to \$12,000 in annual unit production, so start identifying strong team members whom you can help develop into Star Team Builders while you are in DIQ so you can debut with teams of teams.
- 20. Contact the DIQ Department** – Build a relationship with the DIQ Department. Call them at 1-800-DIR-SOON for support, or to answer any DIQ-related questions that you may have.

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