

# Independent Sales Director-in-Qualification (DIQ) Program

Aug. 1 – Dec. 1, 2024

## Frequently Asked Questions

### DIQ Submissions

**1. If I'm not yet a DIQ, may I contact the DIQ Department with questions about the program?**

Yes. You can speak to a DIQ team member by calling 800-347-7666 or emailing [DIQ.Department@mkcorp.com](mailto:DIQ.Department@mkcorp.com).

**2. When can I submit my online DIQ Commitment Form?**

The online DIQ Commitment Form is accessible on the first day of each month and must be submitted by midnight CT on the third day of the month in which you plan to enter the DIQ Program.

**3. How do I know if my online DIQ Commitment Form was received by the Company?**

Once you have completed and submitted the online DIQ Commitment Form, you will receive a confirmation screen on *Mary Kay InTouch*®. When you click the Finish button on that screen, you will receive an email confirmation from the DIQ Department.

**4. When will I know that I've been accepted into the DIQ Program?**

Once month end has closed (normally by the second business day of the next month) the system begins verifying that all DIQ Program prequalification requirements have been met. Once the DIQ Program submission is verified and accepted, you will be notified via email no later than the tenth of the month.

**5. How many times may I submit a DIQ Commitment Form?**

You may submit a DIQ Commitment Form a maximum of four times in a rolling 12-month time frame.

### DIQ Requirements

**1. What are the requirements to enter the Independent Sales Director-in-Qualification Program?**

Effective July 1, 2024, all Independent Beauty Consultants may enter the qualification program with 8 or more active\* personal team members as of the prior month.

**2. How many active\* personal team members do I need to enter the DIQ Program?**

You need 8 active\* personal team members as of the prior month to submit for the DIQ Program. To count toward this requirement, none of those personal team members can be any of the following:

- a. The spouse of the DIQ

- b. The spouse of an Independent Beauty Consultant.
- c. A current DIQ or current Independent Sales Director
- d. A personal team member who submits her Commitment Form in the same month as the DIQ

**3. Do I count as one of the 8 active\* personal team members to enter the DIQ Program?**

No. However, you must be personally active\* as of the prior month to enter the DIQ Program.

**4. Will my spouse or the spouse of one of my DIQ unit members count as one of my active\* DIQ team members?**

No. A spouse will not count toward the DIQ program or Independent Sales Director qualification.

**5. Is entering the DIQ program with 8 active\* team members a limited-time promotion?**

No. Effective July 1, 2024, all Independent Beauty Consultants with 8 or more active\* personal team members as of the prior month are eligible to enter the DIQ Program.

**6. Can I take my second-tier team members with me?**

Yes. All Independent Beauty Consultants will enter the program with their personal and second-tier team members (recruits of their personal recruits). Also, all team members who are recruited during your DIQ time frame will count toward the overall qualification requirements, regardless of their tier in your DIQ unit.

**7. Will my second-tier team members count as part of my 8 active\* personal team members needed to enter the DIQ Program?**

No. You must have 8 or more active\* personal team members as of the prior month to enter the DIQ Program. Personal team members are those who listed you as their recruiter on their Independent Beauty Consultant Agreement and whose Agreements were received and accepted by the Company.

**8. Is there a minimum number of active\* personal team members I must maintain each month I am in DIQ?**

No. However, we strongly encourage you to consistently increase your active\* personal team member count throughout the qualification period to meet the total unit member qualifications for DIQ.

**9. What is the minimum size my DIQ unit needs to be for me to qualify and debut as an Independent Sales Director?**

You must have 24 active\* DIQ unit members to debut as an Independent Sales Director, and you must be active\* at the end of the final month in the DIQ program.

**10. Do I count as one of the active\* DIQ unit members in the total to debut?**

Yes. You are counted as one of the active\* unit members, and you must be active\* at the end of the final month of your qualification period.

**11. Do I have to complete the qualifications in one to three months? Is there a fourth-month option?**

The DIQ Program is designed to be completed in one to three months. However, extending the DIQ qualification into a fourth month is possible. To do so, the DIQ unit must have met the minimum requirement of \$4,000 in DIQ unit wholesale Section 1 sales volume in the **third** month. If a fourth-month option is taken, the sales volume requirements will increase to \$18,000 total DIQ unit wholesale Section 1 sales volume with a maximum of \$4,000 in personal wholesale Section 1 orders from the DIQ.

**12. Is it possible to track my DIQ unit sales volume in near real-time?**

Yes. It is important to track your sales volume. You may manually track your near real-time DIQ sales volume by going to **Mary Kay InTouch® > Business Tools > myBusiness<sup>SM</sup> > Reports > View your reports > Production & Counts > DIQ Detail**. Begin by accessing this report before the start of each day. The report will give you a snapshot of your current DIQ sales volume totals.

**13. Will my personal wholesale orders contribute to my DIQ qualification requirement of \$13,500 unit sales volume total?**

Yes, you may personally contribute up to \$3,000 in personal wholesale Section 1 sales volume toward the \$13,500 cumulative DIQ unit wholesale Section 1 sales volume during the qualification period. In other words, the rest of the DIQ team unit members must contribute at least \$10,500 in wholesale Section 1 sales volume toward the \$13,500 unit sales volume total.

**NOTE:** if you extend into a fourth month to reach your DIQ qualification requirements, then you may personally contribute up to \$4,000 in personal wholesale Section 1 sales volume toward the \$18,000 cumulative DIQ unit wholesale Section 1 sales volume during the qualification period, while the rest of the DIQ unit members must contribute at least \$14,000 in wholesale Section 1 unit sales volume toward the \$18,000 sales volume total.

**14. Is there a way to track my DIQ unit size?**

Yes. While in the DIQ program, you can review the DIQ Detail report on *Mary Kay InTouch®* to track your unit size.

**15. Can my Independent Sales Director and/or Independent National Sales Director track my DIQ unit size?**

Yes. While you are in the DIQ program, they can track your numbers on their own DIQ Summary Report on *Mary Kay InTouch®*.

**16. How many active\* DIQ unit members do I need to debut as an Independent Sales Director?**

The requirements to debut as an Independent Sales Director will remain at 24 active\* DIQ unit members. But now, you can take advantage of additional rewards for debuting with more unit members! DIQs who debut as Independent Sales Directors from Aug. 1 through Dec. 1, 2024, will have the opportunity to step **UP** and debut with a higher unit size for additional incentives and recognition. (See below.)

**17. Will I earn a unit commission while in the DIQ Program?**

No. As a DIQ, you are eligible to earn personal team commissions on the wholesale Section 1 orders of your personal team members based on your career path status. You can review the

*Independent Beauty Consultant Career Path Booklet* for more information on eligible commissions. Go to **Mary Kay InTouch® > Rewards > Your Career Path > Independent Beauty Consultant > IBC Career Path Booklet** or contact Customer Success at 800-272-9333.

## **DIQ Dropping Out of a DIQ Team**

- 1. If someone in my qualifying DIQ unit submits a DIQ Commitment Form to enter DIQ but doesn't meet the \$4,000 minimum monthly wholesale Section 1 unit sales volume requirement, will her DIQ sales volume still count for me?**

No. She will not count for your qualifying DIQ unit sales volume. Each DIQ unit is completely independent and must qualify on its own merits.

- 2. If I am in DIQ and my personal recruit is also in DIQ, what happens if my personal recruit drops out of DIQ? Will my personal recruit's DIQ unit sales volume count for my DIQ unit during the month they drop out of DIQ?**

No. If your personal recruit drops out of the DIQ Program, she and her personal team members will be placed back into your DIQ unit the month following her departure from the program.

For example, if your personal recruit does not meet the DIQ requirements in the month of May, she and her personal team members will be placed back into your DIQ unit on June 1, after month-end closes, as long as she doesn't resubmit a DIQ Commitment Form again that month. Her May DIQ unit sales volume will not count for your DIQ sales volume requirement.

- 3. If one of my personal team members submits a DIQ Commitment Form in the same month I do, or while I am in qualification, will I be her Independent Senior Sales Director if I complete my qualification before she does?**

No. To become an Independent Senior Sales Director, you must already be an Independent Sales Director and have a unit member submit a DIQ Commitment Form to enter the DIQ Program and successfully debut as your offspring Independent Sales Director. In other words, only an Independent Sales Director can have a DIQ, and only an Independent Sales Director can become an Independent Senior Sales Director when that DIQ completes the qualification process and debuts as an Independent Sales Director themselves.

## **Qualification Complete**

- 1. Will the Company accept an Independent Beauty Consultant Agreement identifying me as the Sales Director before I receive a unit number?**

No. The unit number is necessary to ensure that the new team member is assigned to your unit.

- 2. When will I receive my unit number?**

If all requirements are met, you can expect to receive your unit number within 10 business days from month end. You will receive an email from the Company once your unit number has been assigned.

**3. Who will be my Company contact after I complete the DIQ Program?**

Your *New Sales Director Development Team* will be your corporate support partners during your first year as an Independent Sales Director. The team can be reached at 800-454-1140 or [salesdevelopmentsupport@mkcorp.com](mailto:salesdevelopmentsupport@mkcorp.com).

**4. When can I order my Independent Sales Director jacket?**

You can order your Independent Sales Director jacket the next business day after receiving your unit number.

**NEW! Pink UP / Show UP Promotion**

Those who debut from Aug. through Dec. 1, 2024, will have the opportunity to step *UP* and debut with a higher unit size for additional incentives and recognition.

| Debut as a                    | Total active*<br>DIQ unit<br>members | Promotional Rewards   |
|-------------------------------|--------------------------------------|---|
| Sales Director                | 24-29                                |   |
| <i>Pink UP</i> Sales Director | 30-35                                | Earn the <i>Perfectly Pink</i> Sales Director Jacket  |
| <i>Show UP</i> Sales Director | 36+                                  | Earn the <i>Perfectly Pink</i> Sales Director Jacket <i>and</i> registration for Leadership Conference 2025 |

**1. How do I qualify for the *Pink UP* Promotion, and what do I earn?**

To qualify for the *Pink UP* Promotion, you must have a minimum of 30 active\* unit members. You can earn the *Perfectly Pink* Sales Director Jacket.

**2. How do I qualify for the *Show UP* Promotion, and what do I earn?**

To qualify for the *Show UP* Promotion, you must have a minimum of 36+ active\* unit members. You can earn the *Perfectly Pink* Sales Director Jacket and registration to Leadership Conference 2025.

**3. How do I receive the Sales Director jacket I earned during the *Pink UP* or *Show UP* Promotion?**

Upon completing DIQ qualifications for the *Pink UP* or *Show UP* Promotion, you may order your new Sales Director jacket directly from our apparel vendor, Affinity, the day after you debut as an Independent Sales Director. You will have 60 days upon your debut to place an order for your earned jacket. Once 60 days have passed, you can no longer redeem your earned Sales Director jacket.

To place your order, [click here](#) to visit Affinity's website. Your initial username is your Consultant number, and the initial password is welcome1. You will be required to change the password on your first visit to the site. If you forget your password, click FORGOT YOUR PASSWORD and follow the instructions to reset it. If you need further assistance after logging in, please call Affinity Customer Service at 866-248-8937. The site is also available in Spanish.

**4. Will I be charged shipping on the Sales Director jacket that I earn during the *Pink UP* or *Show UP* Promotion?**

No. You will not be charged shipping for this Sales Director jacket. However, if you need to return this jacket, return shipping will be at your cost.

**5. I earned a Sales Director jacket during the *Pink UP* or *Show UP* Promotion. Can I still use my New Sales Director 20 Percent Discount within 60 days of my debut?**

Yes. You must first redeem your jacket earned during the *Pink UP* or *Show UP* Promotion. Then, eight days later, you may place a separate order for your second Sales Director jacket and receive 20 percent off that jacket – as long as you are within 60 days of your debut at the time of order. For this transaction, you will pay shipping.

**6. How do I receive the Leadership Conference 2025 registration I earned during the *Show UP* Promotion?**

To claim the Leadership Conference 2025 registration, you may [click here](#) or log on to *Mary Kay InTouch® > Events > Online Event Registration* by the registration deadline of **Dec. 17, 2024, at 11:59 p.m. CT**. Registration opens according to the dates and times below.

**NSDs Registration**

Nov. 6, 2024, at 8:30 a.m. CT

**ESSDs & EESSDs Registration**

Nov. 8, 2024, at 8:30 a.m. CT

## Registration opens to ALL Independent Sales Directors

Nov. 11, 2024, at 8:30 a.m. CT

**7. Will I be taxed on the Sales Director jacket I earned during the *Pink UP or Show UP* Promotion?**

Yes. As an independent business owner, you are required to report your Mary Kay business activities to the IRS, including rewards received from Mary Kay. Per the IRS, Mary Kay will issue a Form 1099-NEC for Independent Beauty Consultants and Independent Sales Directors who receive commissions or rewards in excess of \$600 in a calendar year. You will also receive this form if your wholesale purchases total \$5,000 or more in a calendar year.

**8. If I qualify for the *Show UP* Promotion and earn the Leadership Conference 2025 registration, will my spouse receive registration?**

No. If your spouse attends the event, she or he must pay the registration fee.

**9. What happens if I'm unable to attend Leadership Conference 2025? Can I transfer my registration to another event or person?**

No. The registration applies to Leadership Conference 2025 only and can't be transferred to another event. Since you earned the registration as a reward, the registration is non-transferrable to another person.

**10. I earned the Sales Director Jacket/Leadership Conference registration, but I would rather receive cash compensation. Do I have that option?**

No. Cash compensation is not available in lieu of the Sales Director jacket or Leadership Conference registration fee.

**11. I debuted as an Independent Sales Director in July 2024. Can I earn the *Perfectly Pink* Jacket or registration to Leadership Conference 2025?**

No. The promotional period begins Aug. 1, 2024. Incentives cannot be awarded retroactively.

**12. When do I need to debut to qualify for the *Pink UP or Show UP* Promotion?**

DIQs who debut as Independent Sales Directors from Aug. 1 through Dec. 1, 2024, will have the opportunity to step UP and debut with a higher unit size for additional incentives and recognition.

**13. I can't remember what my unit size was when I debuted during the *Pink UP and Show UP* Promotion. Is there somewhere I can see this?**

Yes. If you debuted as Independent Sales Directors from Aug. 1 through Dec. 1, 2024, you can refer to the Leadership 2025 Recognition report to see what your unit size was at the time of your debut.

**For any other questions, please contact:**

**DIQ Department**

**Main Contact Number: 800-347-7666**

**Email: [DIQ.Department@mkcorp.com](mailto:DIQ.Department@mkcorp.com)**

*\*An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales*