

Power Your Sales **Monthly Selling Challenge**

Frequently Asked Questions
July 2024 – June 2025

1. What are the qualifications for the *Power Your Sales* Monthly Selling Challenge?

Each month during the 2024–2025 Seminar year that an Independent Beauty Consultant orders \$700 or more in wholesale Section 1 products, she can earn the monthly reward from the *Power Your Sales* Monthly Selling Challenge. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Establishing a strong customer base and selling \$700* or more a month in wholesale Section 1 products can help her Power UP her Mary Kay business!

2. How will each *Power Your Sales* Monthly Selling Challenge reward be revealed?

On the first of each month during the 2024–2025 Seminar year, the new *Power Your Sales* reward will be featured on the *Power Your Sales* Challenge webpage on *Mary Kay InTouch*® and in publications such as *Applause*® magazine, *Directors Memo* and *National News Notes*. And don't forget to check out the My Mary Kay Facebook group for exclusive content for this challenge.

3. Is there a report for the *Power Your Sales* Monthly Selling Challenge?

Yes. A Monthly Selling Challenge report is available in *myBusiness*™ on *Mary Kay InTouch*®.

4. What information is provided to support this challenge?

- Monthly updates to the *Power Your Sales* Challenge webpage.
- Images featuring that month's reward for you to post and share online and via text or email.
- *MKeCards*® to send to unit members.
- *Power Your Sales* Challenge launch video that explains the *why* behind the challenge.

5. Why are there not any monthly themes for the *Power Your Sales* Monthly Selling Challenge?

The overall theme of the 2024–2025 Seminar year is *Power UP!* This challenge is all about powering up your sales each month.

6. Is the monthly \$700 or more in wholesale Section 1 products order(s) requirement adjusted or unadjusted cumulative sales volume?

It is adjusted wholesale Section 1 sales volume.

*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your order(s) of \$700 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.

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Power Your Sales

12-Month Consistency Challenge

Frequently Asked Questions
July 2024 – June 2025

1. What is the *Power Your Sales* 12-Month Consistency Challenge?

Independent Beauty Consultants and Independent Sales Directors can earn a Mary Kay Ash quote of the day flip book when they meet the *Power Your Sales* Monthly Selling Challenge requirement each month from July 2024 through June 2025.

2. What are the qualifications for the *Power Your Sales* Monthly Selling Challenge?

Each month during the 2024–2025 Seminar year that an Independent Beauty Consultant orders \$700 or more in wholesale Section 1 products, she can earn the monthly reward from the *Power Your Sales* Monthly Selling Challenge. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Establishing a strong customer base and selling \$700* or more a month in wholesale Section 1 products can help her Power UP her Mary Kay business!

3. As an Independent Beauty Consultant or an Independent Sales Director, how will I receive my Mary Kay Ash quote of the day flip book from the *Power Your Sales* 12-Month Consistency Challenge?

When you achieve the *Power Your Sales* 12-Month Consistency Challenge, you will receive a Mary Kay Ash quote of the day flip book at Seminar 2025.

4. What if I do not attend Seminar 2025? How will I receive my reward?

Your reward will be shipped to you after all Seminars have ended.

5. Is the Mary Kay Ash quote of the day flip book bilingual?

When you pick up your earned reward at Seminar 2025, you can choose your language preference. There will be an English and a Spanish version.

6. Is there a report for the *Power Your Sales* 12-Month Consistency Challenge?

For Independent Beauty Consultants and Independent Sales Directors, there is a Monthly Selling Challenge report in *myBusiness*SM on *Mary Kay InTouch*[®].

7. Is the monthly \$700 or more in wholesale Section 1 products order(s) requirement adjusted or unadjusted cumulative sales volume?

It is adjusted wholesale Section 1 sales volume.

8. Is there an exception for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company during the challenge time frame?

New Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company July 2024 through January 2025 are eligible if they meet the requirements below:

New Independent Beauty Consultant exceptions:

Agreement Month	Months to Achieve the <i>Power Your Sales</i> 12-Month Consistency Challenge
July 2024	August 2024 – June 2025 (each month)
August 2024	September 2024 – June 2025 (each month)
September 2024	October 2024 – June 2025 (each month)
October 2024	November 2024 – June 2025 (each month)
November 2024	December 2024 – June 2025 (each month)
December 2024	January – June 2025 (each month)
January 2025	January – June 2025 (each month)
February – June 2025	New Independent Beauty Consultants whose Agreements are received and accepted by the Company February through June 2025 are NOT ELIGIBLE.

*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your order(s) of \$700 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.