

Step UP to Sales Director Promotion

Frequently Asked Questions

January – July 2025 Debuts

1. What are the requirements of this promotion?

All independent sales force members are welcome to debut as an Independent Sales Director from January through July 2025 with one of the following qualifications:

- **Debut January through April 2025** and achieve Start Strong from the New Independent Sales Director Program. Note: To achieve Start Strong, a new Independent Sales Director must develop six or more *Great Start*[®]-qualified[†] unit members and have \$15,000 in cumulative unit sales volume in the first three months, including her debut month.

OR

- **Debut May through July 2025** with increased Independent Sales Director-in-Qualification unit wholesale Section 1 sales volume of \$16,500. Note: DIQs in their fourth month must achieve \$22,000 unit wholesale Section 1 sales volume.

2. What are the rewards?

- **For New Debuts:**

When you debut either of the two ways above, you'll receive an invitation to the New Sales Director Retreat in Fall 2025! This is not just any retreat; it is a full-on, one-time-only experience! Not only will you have your hotel paid for, but you'll also receive a \$500 cash reward to put toward airfare, gas or any expense that gets you there and home! Best of all, the event will include a special appearance from Ryan Rogers! Note: If a new Independent Sales Director is unable to attend the retreat, she will still receive the \$500 cash reward.

- **For Senior Sales Directors:**

When an Independent Sales Director or Independent National Sales Director help debut a first-line offspring Independent Sales Director who achieves the *Step UP to Sales Director Promotion*, they can earn a trademark Gucci necklace with heart pendant and matching bracelet. The reward will be shipped at the end of the promotion. Only one reward can be earned during the promotion, even if there are multiple first-line offspring.

3. When does the Independent Sales Director-in-Qualification Program need to be completed by an independent sales force member for them to count as offspring for this promotion?

If an independent sales force member completes the DIQ Program prior to Nov. 30, 2024 (as a December 2024 debut), she will not qualify as an offspring Independent Sales Director toward this promotion. An independent sales force member must complete the DIQ Program by June 30, 2025 (as a July 2025 debut), to count as an offspring Independent Sales Director for this promotion.

4. Will there be recognition at Seminar 2025 for this promotion?

Yes. New Independent Sales Director debuts and their Senior Sales Directors will receive onstage recognition at Seminar 2025.

5. How will *Step UP to Sales Director* achievers receive the \$500 cash reward?

The \$500 cash reward will be deposited into the achievers' accounts in late July 2025.

6. Can I debut a returning first-line Independent Sales Director who achieves the *Step UP to Sales Director* Promotion to earn the Gucci necklace and bracelet set reward?

Yes. You can debut either a new or returning Independent Sales Director during the promotion time frame to earn the Gucci necklace and bracelet set reward.

7. Is there a report on *Mary Kay InTouch*[®] to help me track my offspring?

Yes. Detailed information is available under *myBusiness*SM reports. Use the Offspring Production & Counts Report to track your offspring.

8. Will I receive a Form 1099-NEC for a reward?

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.

Step UP to Sales Director Retreat FAQs

1. What is the *Step UP to Sales Director Retreat*?

The *Step UP to Sales Director Retreat* is an event hosted by Mary Kay Inc. for Independent Beauty Consultants and DIQs who debut as Independent Sales Directors from January to July 2025 and achieve the *Step UP to Sales Director Promotion* (see details above). This retreat is designed to celebrate your achievement, provide valuable education and offer an opportunity to connect with top independent sales force leaders.

2. Who is eligible to attend the *Step UP to Sales Director Retreat*?

Independent Beauty Consultants and DIQs who achieve the *Step UP to Sales Director Promotion* (see details above) will receive an exclusive invitation to attend the retreat.

3. When will achievers be notified and receive their exclusive invitation to the event?

Achievers will receive their invitations to the retreat by mid-July 2025.

4. When and where will the *Step UP to Sales Director Retreat* take place?

The retreat will take place Oct.17–18, 2025, at The Mary Kay Building in Addison, Texas. The official hotel lodging will be at the Dallas/Plano Marriott at Legacy Town Center (7121 Bishop Road, Plano, Texas 75024). Achievers must stay at the Mary Kay-contracted hotel.

5. Will Mary Kay cover my expenses for the trip?

Achievers will receive two nights of hotel accommodations at the Dallas/Plano Marriott at Legacy Town Center (7121 Bishop Road, Plano, Texas 75024) and a \$500 cash reward to put toward airfare, gas or incidentals. Transportation will be provided to/from the official Mary Kay hotel and The Mary Kay Building. Meals will be provided while at The Mary Kay Building.

6. Will I need to find my own transportation to and from the airport?

Yes. You will need to arrange your own transportation to and from the airport. For those driving, self-parking is complimentary on Friday and Saturday nights in the hotel's parking garage. Valet parking is available for \$30 per day. These prices include in-and-out privileges. Parking rates are subject to change.

7. Am I allowed to bring a guest?

No. This retreat is exclusive for achievers only. You may choose to bring a guest to Addison, but they will not be allowed to attend any part of the retreat experience.

8. Do I have to register for the retreat?

Yes. Registration for the *Step UP to Sales Director Retreat* will be open on Aug. 1, 2025.

9. What if I am unable to attend the retreat?

If you are unable to attend the retreat after qualifying, you will still receive a \$500 cash reward deposited into your account in late July 2025. The hotel will not be compensated.

10. If I am unable to attend the event for personal reasons, can I attend the next retreat in the future?

Unfortunately, this event is a one-time-only opportunity, and we cannot guarantee that a similar retreat will be offered in the future.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.

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†A *Great Start*[®]-qualified team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*[®] time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders.

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