

# Workbook

*Take the step into directorship*





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**God does not ask your ability or your inability. He asks only your availability.**

*Mary Kay Ash*

# Now What?

You've made the commitment to step into DIQ, so now what? How do you get there? What tools do you use to stay focused on your goal and on track to finish qualification and debut as an Independent Sales Director?

This workbook can be used an amazing resource and tool for you to use during this exciting step on your Mary Kay career path!

Take a look at the DIQ requirements below and refresh yourself on what you need to accomplish during the next 1, 2, 3 or 4 months!

## DIQ Requirements

- You be active\*.
- Must finish with 30 active\* DIQ unit members.
- May qualify in one, two, three or four months.
- \$13,500 cumulative DIQ unit wholesale Section 1 production in one, two or three months or \$18,000 cumulative DIQ unit wholesale Section 1 production in four months.
- \$4,000 minimum DIQ unit wholesale Section 1 production each month.
- DIQs may contribute up to \$3,000 in personal wholesale Section 1 production in a one-, two- or three-month qualification period or \$4,000 in a four-month qualification period. (The DIQ's unit members must contribute \$10,500 toward the \$13,500 wholesale Section 1 production requirement or \$14,000 toward the \$18,000 wholesale Section 1 production requirement.)

\*An IBC is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

**"Be a team player. Remember that being a success doesn't always depend on you alone, but also on the work and achievement of your teammates. Your potential is limited if you try to accomplish everything by yourself."**

*Mary Kay Ash*





# best practices to finish diq

**ENROLL YOUR FAMILY IN THE GOAL** Talk to your spouse (family) to discuss your goal of becoming a 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.

**HIRE PART-TIME HELP** Hiring part-time help does not need to be expensive. You could offer product for a few hours of non-income producing activities every week. Remember, any activity involving people is your job. Everything else could be delegated.

**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.

**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.

**CHECK YOUR PROGRESS** Check your DIQ Production Report daily and use the different tracking sheets provided by the Company to help you track your progress.

**KNOW YOU AND YOUR TEAM'S NUMBERS** Do you know you and your team members' personal averages? Calculate them to come up with a plan to finish DIQ strong.

**UTILIZE YOUR MENTOR** Call your Sales Director or mentor regularly for accountability. Complete and submit your WAS 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.

**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.

**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.

**ALWAYS WORK FULL-CIRCLE** because most people will work their 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.

**CALL ALL YOUR CUSTOMERS & FORMER HOSTESSES** They 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 business. And even if they decide it's not for them right now, share your goal of becoming a Sales Director with them and ask them to help by hosting a skin care party for you.

**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!

**KNOW THE RULES** Read the Advance Brochure and become very familiar with the requirements to finish DIQ.

**GO ON-TARGET FOR CAR** Know the requirements and work with your team to come up with a strategy to earn it!

**MANAGE YOUR TIME WISELY** Dovetail your appointments and/or double/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.

**MANAGE YOUR EMOTIONS & KEEP YOUR HEAD IN THE GAME** and/or double/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.

**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.

**IMPLEMENT GREAT START IN ALL OF YOUR 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.

**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.



# Questionnaire

FILL OUT AND RETURN TO YOUR SALES DIRECTOR

1 What do you enjoy the most about your business?

7 What sacrifices do you anticipate you'll need to make to finish DIQ? Are you willing?

2 What do you see as your biggest challenge or obstacle?

8 Do you completely understand the marketing plan and how you make money?

3 What do you see as your biggest challenge or obstacle?

9 What fears do you have? Be specific.

4 What strengths do you have that cause you to view yourself in that position?

10 How can I best support you? Be specific.

5 What changes do you need to make in your personal life to move forward?

11 We can experience pain when we grow as a person... how does that make you feel?

6 What changes do you need to make in your business to move forward?

12 What date do you commit to complete this goal?

# before you get started remember...

## 1 Know Your Why

Why do you work your Mary Kay business? Why do you want to become an Independent Sales Director? Your Why ultimately gives what you do meaning. Knowing your Why and having a clear vision for where you're going can help motivate and inspire you to do the necessary work to achieve your goals.

### TAKE ACTION

- Create a clear, vivid statement of your Why.
- Share your Why statement with your family.
- Develop your I-story.

## 2 Team Building

When you develop your selling and team-building skills and help your team members do the same, you can create thriving teams of teams within your future unit. It can ultimately lead to prolonged success as an Independent Sales Director.

### TAKE ACTION

- Work with your Sales Director to use the resources and suggested scripts for sharing the opportunity.
- Shadow team members as they practice your team-building approach. Learn while you earn.
- Are your team members ready for DIQ? Do they have their own desires to grow their businesses? Are they ready for this commitment? Do they know what their Whys are?

## 3 Leadership

Growing your leadership skills by improving your emotional management, time management and financial management skills can help you grow your personal Mary Kay business and also help your unit members do the same.

### TAKE ACTION

- Talk to your Independent Sales Director and volunteer to take an active role at her unit meeting.
- Play an active role in your new team members' Great Start Grand Opening.

## 4 Working Full Circle

Full circle is defined as BOOKING skin care parties, COACHING the hostess so the parties hold, SELLING Mary Kay products and SHARING the Mary Kay business opportunity.

### TAKE ACTION

- Consistently hold three skin care parties per week! Mary Kay Ash suggested a formula of 3+3+3 every week (three skin care parties per week, three sharing appointments per week, selling \$300 retail per week).
- Shadow a team member as she holds her own skin care party. Inspect what you expect.

## 5 Business Basics

Understanding the Mary Kay career path, compensation plan, rewards and the Great Start Program for new IBC is helpful as you build and grow in your own Mary Kay business. It also helps you encourage and lead your team.

### TAKE ACTION

- Do you know how to build and grow a loyal customer base and sell Mary Kay products?
- Do you know how to help others build and grow a loyal customer base and sell Mary Kay products?
- Do you understand the Great Start Program rewards for new IBC? Are you confident in helping others understand and maximize the Great Start Program?

## 6 Mentorship

"To qualify as your mentor, a woman must already have done what you wish to accomplish. It's always easier to ask someone you know to be your mentor, but you might be surprised by how receptive a stranger can be. You just need a little humility to ask for help. Also, make sure you choose a mentor who will be available when you need her. If she's not readily accessible to guide you, she's not the right mentor." – Mary Kay Ash

### TAKE ACTION

- Do you have someone you can reach out to for business support? This ideally would be your Sales Director. Does she know of your desire to be an Independent Sales Director?
- Do you have a power partner you trust for emotional support?
- Reach out to your DIQ and New Independent Sales Director Development Department support partners to talk about your goal to be an Independent Sales Director.



# Developing Your Why

Making a plan begins with a vision for the future and that vision is known as your why.

## SO...WHAT IS YOUR WHY?

You're going to have challenges along the way. It's important to find a way to remind yourself everyday of what your business can help you achieve.

Your WHY is the reason you signed your Mary Kay agreement and it is why you work on building a successful business. It keeps you motivated and focused. It is something that is deeply personal, yet relatable to others.

Your WHY inspires the actions that lead to your results by sharing directly from your heart.

## Put words to your why

If your WHY isn't crystal clear, use this exercise to get you thinking about it & how to express it.

A good WHY statement has two parts...

To... \_\_\_\_\_ so that... \_\_\_\_\_

The first blank is the contribution you make and the second blank is the impact of your contribution.

1. Think about three or four of the specific experiences in your life when you were at your best. What made you so successful or happy in those specific examples?
2. If you were to tattoo one verb on your body, what would it say?
3. If everyone in the world were to \_\_\_\_\_ [the verb you tattoo on your body] what kind of world would it be?
4. If they build a statue of you after you die, in one sentence, what will the plaque say? She \_\_\_\_\_.
5. Complete the following statement: I wake up every day inspired that \_\_\_\_\_.  
[Hint: the verb you'd tattoo + the impact you have on others - #3 & #4]

WRITE DOWN YOUR *Why*

## WHAT GOALS DO YOU WANT TO ACHIEVE?

What do you want to change, enhance or accomplish for yourself and for the people around you?

Who are the people in your life that could be affected by you having more flexibility and financial success?

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## Create a way to visualize your why

Keep a visual reminder of your goals in a place that you can see every day; a photo on your desk, a Pinterest Dream Board or a screensaver on your phone. Use these photos for inspiration as you experience setbacks & successes. Keep adding new photos that build on your Why.

# Brainstorming

## WHO WOULD I LIKE TO JOIN MY TEAM?

Who are my best hostesses, on fire customers, etc.

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## WHO ON MY TEAM CAN I HELP BECOME A LEADER?

Who can move up to red, move to team leader, etc.

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those who are blessed with  
the most talent don't  
necessarily outperform everyone  
else. it's the people with  
follow-through who excel.

Mary Kay Ash



# How will I balance DIQ with my life?

The great thing about your Mary Kay business is that it is flexible and adjusts to your schedule. We all have the same 24 hours each day, but it is how you use those hours that will make the difference during DIQ. Independent Elite Executive Senior Sales Director, Jamie Taylor, uses a simple formula to show a DIQ how much time they can devote to their Mary Kay business without sacrificing any of their family or job commitments.

## TOTAL HOURS AVAILABLE

24 hours per day x 7 days = 168 hours per week

Total Hours	168
Full-time job	-40
Sleep (8 hrs/day)	-56
Family time (3hrs/day)	-21
Daily prep time (1hr/day)	-7
Commute time	-4
REMAINING HOURS	40

As you can see, the chart above shows an example of how someone could meet all of their commitments and still have plenty of time remaining to work her Mary Kay business! The key is to make the most out of the time that is devoted to your business by working efficiently and always having appointments on your books!

*What are your weekly time commitments?*

Total Hours	168
REMAINING HOURS	

## Create your DIQ Weekly Plan

Remember this isn't a permanent schedule, as you dive into DIQ assess and reassess your weekly plan so it is fine-tuned to work for you and your family! Use the weekly plan sheet on the next page to create and recreate your schedule as you tackle DIQ!

What family or life events and appointments are scheduled to happen during your 4 month DIQ window?

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Does each week look different for you? Consider creating 1, 2 or 4 different weekly plans either for a bi-weekly plan or a monthly plan!





# DIQ Requirement Tracking Overview

## MINIMUM OF 30 TOTAL ACTIVE UNIT MEMBERS


*Grow Star Team Builders* Empower others to build their teams!


## \$4,000 MINIMUM Unit Wholesale Section 1 Production each month

Month One Total		Month Two Total		Month Three Total	
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## CUMULATIVE \$13,500 MINIMUM Unit Wholesale Section 1 Production

DIQ may contribute up to \$3,000 in personal wholesale Section 1 production

*Unit Wholesale* Minimum \$13,500

*Personal Wholesale* Maximum \$3,000

Month 1 Total	Month 2 Total	Month 3 Total	TOTAL

Month 1 Total	Month 2 Total	Month 3 Total	TOTAL

# HELPFUL TIPS!

Promoting team spirit among your future unit members can be helpful when working to debut as an Independent Sales Director. You may want to meet with your current team members to discuss what to expect during the next one to three months of DIQ. Be transparent with them to build trust and camaraderie, while letting them know that you can't accomplish this goal without their help and support.

The average number of team-building appointments needed to recruit one new team member is going to be different for each person. Typically 1 in 4 women with whom you share the opportunity with will sign.

Consider meeting with your team members on a regular basis during the DIQ period (both in person/or virtually) to check on your future unit's progress, to celebrate wins, to share best practices and to encourage, inspire and motivate one another.

When booking in-person skin care parties or facials, always double- and triple-book to avoid cancellations. Encourage your team members to do the same as well.

The best place to find new team members is at your skin care parties, so remember to always work full circle.

*"You can't build your dream alone. No man is an island unto himself. I couldn't build my dream alone. Our Company has been successful because we build a team to help make our dreams come true."*

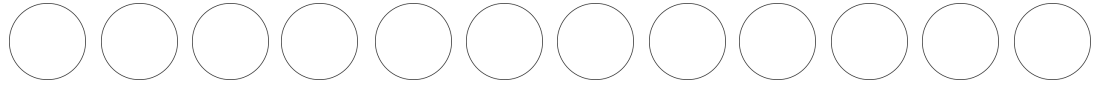
Mary Kay Ash  
Seminar 1992

# DIQ Activity Tracking Overview

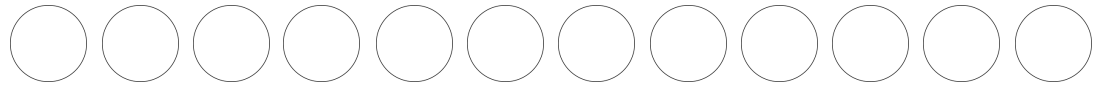
Challenge yourself to achieve the Perfect 12 each month of DIQ and beyond.  
WEEKLY: 3 Skin Care Classes + 3 Career Shares + \$300 Wholesale Order (Sell \$600 retail/week)

## PERSONAL SKIN CARE PARTIES

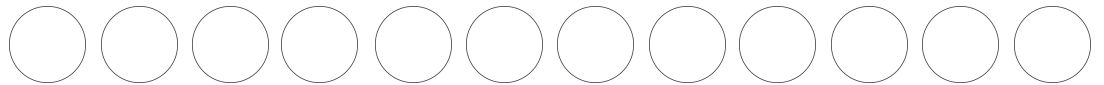
### MONTH ONE



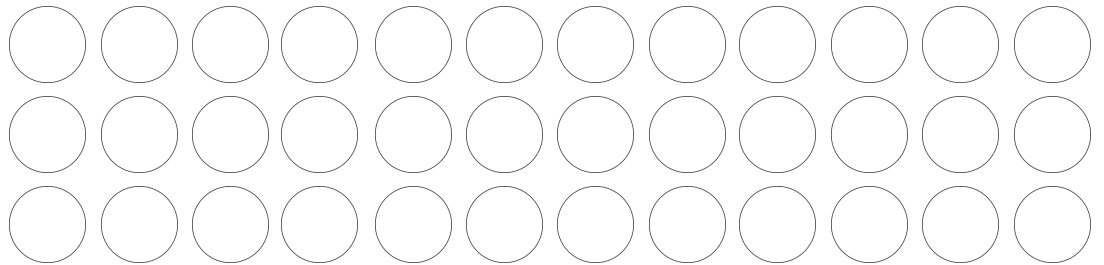
### MONTH TWO



### MONTH THREE

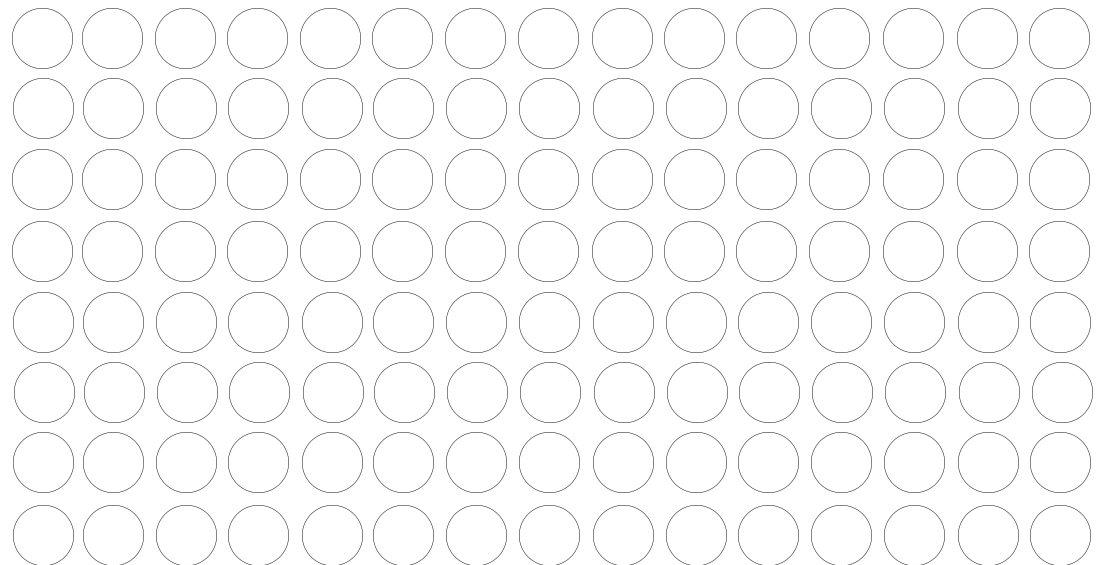


## TEAM MEMBERS' SKIN CARE PARTIES



## TEAM BUILDING APPOINTMENTS

Typically 1 in 4 women with whom you share the opportunity with will sign.  
So that leaves 120 career shares to get 30 new team members.





# MONTH ONE

## Personal Production



## Personal Skin Care Classes



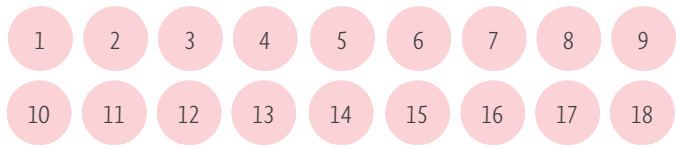
## Active Team Members

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____
9 _____	10 _____
11 _____	12 _____
13 _____	14 _____
15 _____	16 _____
17 _____	18 _____
19 _____	20 _____
21 _____	22 _____
23 _____	24 _____
25 _____	26 _____
27 _____	28 _____
29 _____	30 _____

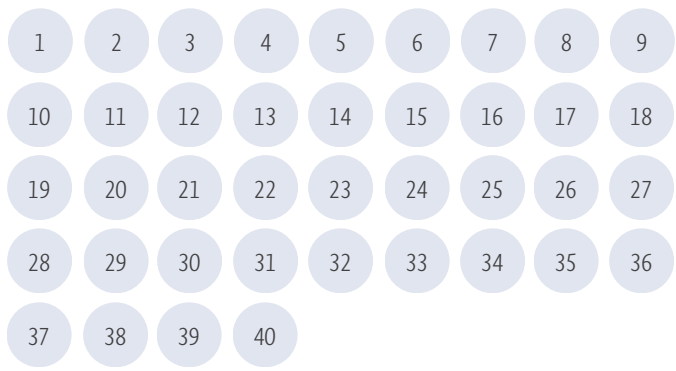
## Team Production



## Team Skin Care Classes



## Team Building Appointments



# MONTH ONE ENDING RESULTS

TOTAL WHOLESALÉ	TOTAL CAREER SHARES	ACTIVE TEAM MEMBERS
<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal <input type="text"/> Team <input type="text"/>	Personal <input type="text"/> Team <input type="text"/>	

## TO GO...

Personal Whls <input type="text"/>	Team Whls <input type="text"/>
Career Shares <input type="text"/>	Team Members <input type="text"/>

# MONTH TWO

## Personal Production



## Personal Skin Care Classes



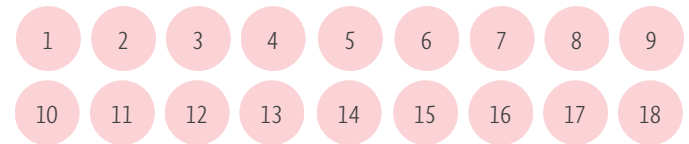
## Active Team Members

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____
9 _____	10 _____
11 _____	12 _____
13 _____	14 _____
15 _____	16 _____
17 _____	18 _____
19 _____	20 _____
21 _____	22 _____
23 _____	24 _____
25 _____	26 _____
27 _____	28 _____
29 _____	30 _____

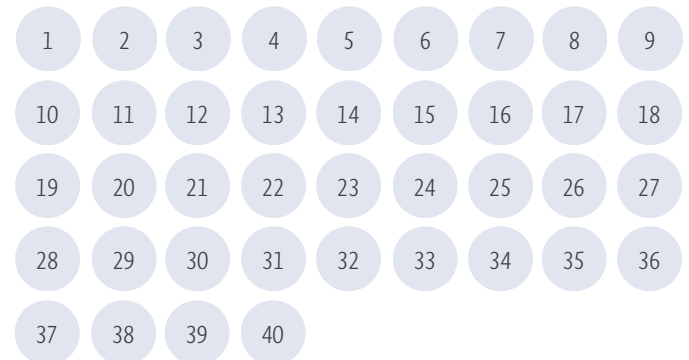
## Team Production



## Team Skin Care Classes



## Team Building Appointments



## MONTH ONE ENDING RESULTS

TOTAL WHOLESALE _____	TOTAL CAREER SHARES _____	ACTIVE TEAM MEMBERS _____
Personal _____	Personal _____	
Team _____	Team _____	

### TO GO...

Personal Whls _____	Team Whls _____
Career Shares _____	Team Members _____

# MONTH THREE

## Personal Production



## Personal Skin Care Classes



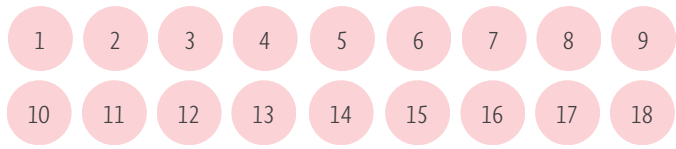
## Active Team Members

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____
9 _____	10 _____
11 _____	12 _____
13 _____	14 _____
15 _____	16 _____
17 _____	18 _____
19 _____	20 _____
21 _____	22 _____
23 _____	24 _____
25 _____	26 _____
27 _____	28 _____
29 _____	30 _____

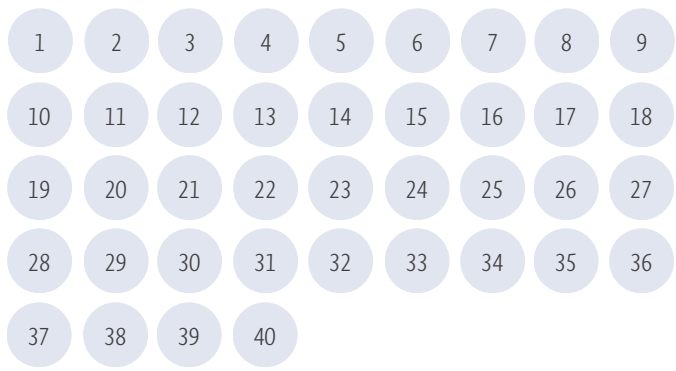
## Team Production



## Team Skin Care Classes



## Team Building Appointments



# MONTH ONE ENDING RESULTS

TOTAL WHOLESALERE [ ]	TOTAL CAREER SHARES [ ]	ACTIVE TEAM MEMBERS [ ]
Personal [ ] Team [ ]	Personal [ ] Team [ ]	

## TO GO...

Personal Whls [ ]	Team Whls [ ]
Career Shares [ ]	Team Members [ ]



# MONTH FOUR

## Personal Production



## Personal Skin Care Classes



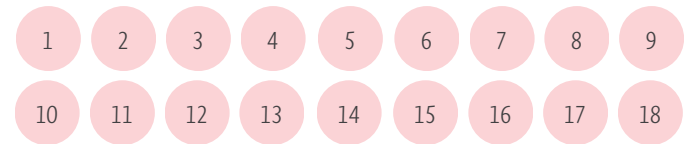
## Active Team Members

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____
9 _____	10 _____
11 _____	12 _____
13 _____	14 _____
15 _____	16 _____
17 _____	18 _____
19 _____	20 _____
21 _____	22 _____
23 _____	24 _____
25 _____	26 _____
27 _____	28 _____
29 _____	30 _____

## Team Production



## Team Skin Care Classes



## Team Building Appointments



# MONTH ONE ENDING RESULTS

TOTAL WHOLESALE	TOTAL CAREER SHARES	ACTIVE TEAM MEMBERS
<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal <input type="text"/> Team <input type="text"/>	Personal <input type="text"/> Team <input type="text"/>	

## TO GO...

Personal Whls <input type="text"/>	Team Whls <input type="text"/>
Career Shares <input type="text"/>	Team Members <input type="text"/>

# Weekly Activity Sheet

## 4-8 Bookings

Name	Booking Date	Name	Booking Date
1 _____	_____	5 _____	_____
2 _____	_____	6 _____	_____
3 _____	_____	7 _____	_____
4 _____	_____	8 _____	_____

## 4-8 Guests

Name	Event	Name	Event
1 _____	_____	5 _____	_____
2 _____	_____	6 _____	_____
3 _____	_____	7 _____	_____
4 _____	_____	8 _____	_____

## \$600+ in Sales

Name	Sales	Name	Sales
1 _____	_____	9 _____	_____
2 _____	_____	10 _____	_____
3 _____	_____	11 _____	_____
4 _____	_____	12 _____	_____
5 _____	_____	13 _____	_____
6 _____	_____	14 _____	_____
7 _____	_____	15 _____	_____
8 _____	_____	TOTAL WEEKLY SALES _____	

## 4-8 Career Shares

Name	1-10	Y/N	Name	1-10	Y/N
1 _____	<input type="radio"/>	<input type="radio"/>	5 _____	<input type="radio"/>	<input type="radio"/>
2 _____	<input type="radio"/>	<input type="radio"/>	6 _____	<input type="radio"/>	<input type="radio"/>
3 _____	<input type="radio"/>	<input type="radio"/>	7 _____	<input type="radio"/>	<input type="radio"/>
4 _____	<input type="radio"/>	<input type="radio"/>	8 _____	<input type="radio"/>	<input type="radio"/>

## PERFECT 12 MONTH

- 12 Parties
- 12 Career Shares
- \$1,200 Wholesale

## WEEKLY

- 3+ Parties
- 3+ Career Shares
- \$600+ weekly sales

## MY GOALS THIS WEEK

Parties Career Shares

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Weekly Sales Team Members

--	--

## WEEKLY TOTALS

Parties Career Shares

--	--

Weekly Sales Team Members

--	--

## Don't forget to...

- Place your wholesale order
- Coach every appointment
- Pre-profile all guests
- Submit your W.A.S on InTouch

# NEW CONSULTANT TRACKING SHEET

New Consultant Name \_\_\_\_\_ Consultant ID \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Start Date \_\_\_\_\_ Recruiter \_\_\_\_\_ Kit Option FULL KIT E-START SAMPLE PACK

Great Start  
End Date \_\_\_\_\_ Current Status \_\_\_\_\_  
Month 1 Month 2 Month 3 Month 4 Month 5 Month 6

## Activity

- Welcome Text
- \_\_\_\_\_ Orientation (Date)
- Orientation Recap Text
- Welcome Gift
- First Order Goal
- Invited to Facebook Group
- Invited to \_\_\_\_\_
- Invited to \_\_\_\_\_
- First Order Placed
- Great Start Calculator
- First Win
- Create Website
- Set up ProPay
- Debut
- Attend First Meeting
- Order Business Cards

## Training

- MyCustomers
- Placing an order
- Debut Review / Next Steps
- Skincare Confident
- Color Confident
- Time Management
- Closing
- Networking
- Advanced Glamour
- Coaching
- Sharing
- Finances
- Mary Kay Apps
- \_\_\_\_\_
- \_\_\_\_\_

## Order History

Order Amount	Date
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

## Conferences

\_\_\_\_\_ Career Conference  
 \_\_\_\_\_ Seminar  
 \_\_\_\_\_

## Sharing Appt.

Name	Rating
_____	_____
_____	_____
_____	_____

## Prizes

- Sign On Bonus
- Mary Kay Pinning
- Sharing Earrings
- Sharing Bracelet
- Sharing Necklace

## NOTES

# Interview Tracking

Tracking 120 Team Building Appoints.  
On average 1 in 4 will join your team.

name	phone	interest	next layer
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
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25.			
26.			
27.			
28.			
29.			
30.			



name	phone	interest	next layer
31.			
32.			
33.			
34.			
35.			
36.			
37.			
38.			
39.			
40.			
41.			
42.			
43.			
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56.			
57.			
58.			
59.			
60.			

# Interview Tracking

Tracking 120 Team Building Appoints.  
On average 1 in 4 will join your team.

name	phone	interest	next layer
61.			
62.			
63.			
64.			
65.			
66.			
67.			
68.			
69.			
70.			
71.			
72.			
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81.			
82.			
83.			
84.			
85.			
86.			
87.			
88.			
89.			
90.			

name	phone	interest	next layer
91.			
92.			
93.			
94.			
95.			
96.			
97.			
98.			
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# MY DIQ COMMITTMENT FORM

Every member of this team plays an essential role in our ability to become our own unit!  
What are you committed to working towards during DIQ? Senior Consultant? Star Team Builder?  
What activity level are you committing to each month? Write it down here!

I'm committed to...

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My goals for each month will be...

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In order to achieve my goals I will...

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# Questions you might have

## HOW CAN I DO MORE WITH MY PERSONAL MARY KAY BUSINESS AND STILL SUPPORT MY TEAM?

As a DIQ, the most important thing to remember is that your personal business should always be the top priority. Do not make the mistake of no longer holding skin care parties or facials, team building appointments or booking sessions because you want to support your team members. As Mary Kay Ash said, "Keep your motivation high for yourself, and lead your people by example."

Have your team members "learn while you earn" by attending your selling appointments as an assistant. Show them how you make a great income by working your Mary Kay business, and they will follow in your footsteps by building their own personal businesses.

## HOW DO I MOTIVATE MY TEAM?

Generally, everyone likes to feel that they are a part of something bigger than themselves. It is important to make sure that your team is completely focused on the next goal creating a brand new unit with you as their leader and how critical they are to making this goal a reality. You need to paint the vision of what the future will look like. It is up to you to show your team how they will benefit from and celebrate such an outstanding accomplishment.

## I AM EXPERIENCING A LOT OF CANCELLATIONS LATELY WHAT SHOULD I DO?

Cancellations are a normal part of any business operation, so do not be discouraged. The best way to overcome this is to use a technique originally taught by Mary Kay Ash dovetailing. Essentially, this is just the practice of double or even triple booking yourself with appointments. Have the courage to book two selling appointments for the same time on the same day! When one of those appointments cancels, you have nothing to worry about because you still have an appointment on your books! It sounds incredibly simple, but it really does work!

## HOW DO I BECOME AN INDEPENDENT SALES DIRECTOR IF MY FRIENDS/FAMILY MEMBERS ARE NOT SUPPORTIVE?

Dealing with negativity or a lack of support from the ones we trust the most can certainly be a challenge, but it can also be overcome. Always keep in mind that your friends and family members want what is best for you. Usually, a lack of support can be traced back to a lack of understanding on their part. The best way to deal with this situation is to talk about the positive experiences you are having while working your business. This can be a successful party with a large amount of sales or a new team member that is excited to start her business.

When dealing with a spouse who is not supportive, the best way to overcome any negativity is by showing them how much money you are making. When your profits can contribute to the financial obligations of your family, you will see a sudden shift in their mindset!

By sharing the positive aspects of your Mary Kay business, those around you will soon realize how happy and successful you have become. Often those who were the most negative initially can become your biggest supporters because they can see the positive impact of your business.

## WHAT ARE SOME OF THE EXPENSES A NEW INDEPENDENT SALES DIRECTOR SHOULD ANTICIPATE?

Once you debut as an Independent Sales Director, you should be prepared to have some additional operating expenses. After all, you are now leading an entire unit! Just like your Sales Director, you will want to make sure you have a space to hold your weekly success meetings. It is also advisable that you seek out an assistant to help with the general administrative tasks for maintaining your unit. This can include emails to unit members or monthly newsletters, and recognition. You want to make sure you continue to work your personal business, just like you did when in DIQ, and consider delegating all of the non income producing activities to your assistant.

## I FEEL LIKE I'M GOING IN SO MANY DIRECTIONS AT ONCE HOW DO I GET ORGANIZED?

The great thing about having Mary Kay business is that you do not have to reinvent the wheel! There are literally thousands and thousands of women who have realized great success through their Mary Kay business, and all of them started from the beginning just like you! Your Independent Sales Director or National Sales Director can help you implement the right systems you need to make your Mary Kay business operate smoothly and efficiently. The most important thing to realize is that you can always reach up to your current leader to get the training or mentoring you need to be successful.



## HOW DO I CLOSE THOSE POTENTIAL TEAM MEMBERS WHO ARE STILL ON THE FENCE?

The process of team building is more of an art than a science. This is a relationship business, and the most critical aspect of whether or not she decides to start a Mary Kay business is her relationship with you. While many team members will decide instantly that they want to start their business, some individuals may prefer to think about it before making a decision. This is perfectly normal and something that should be seen as a positive. After all, if she takes the time to think about the decision to join, then she is at least considering it! Now it is up to you to show her all of the benefits that can come from starting a Mary Kay business.

The key is to home in on her primary reason for starting a Mary Kay business, commonly referred to as her “why”. This “why” is the thing that she would most like to change about herself or her current situation. It can be anything from financial independence to personal growth and confidence. Her “why” may be completely different from yours, but it is up to you to help her to identify it. If you can show her how a Mary Kay business can meet that primary need, then she is more likely to become the newest member of your team.

Also, do not be afraid to follow up multiple times with a potential team member who is undecided. It takes time to build a relationship with someone, and this follow up process is often called “layering”. It may take multiple meetings or discussions before a potential team member feels comfortable enough to make the decision to start her Mary Kay business. Each person is different, and it is important to allow her to go through her individual decision making process.

## WHAT IS THE BEST WAY TO USE MY TIME AND MY SALES DIRECTOR'S TIME DURING DIQ?

You must remember that the time you devote to your Mary Kay business needs to be maximized by focusing on the right activities. If your datebook is empty, then the first thing to do is start making phone calls to book appointments. A full datebook is essential to growing your business. It is recommended that you see a minimum of 30 faces each month and hold 3-5 selling appointments each week. This personal activity is where you should be spending your time in DIQ.

You should maintain regular communication with your Sales Director. She will be a key support system for you as you work to build this new unit. Consistent personal activity, combined with regular touchpoints with your Sales Director, are highly encouraged during the DIQ period.