

Director-in-Qualification Program Changes



When an Independent Beauty Consultant submits her Commitment Form to the Director-in-Qualification Program, we know she's serious about her Mary Kay business. She's ready to invest the time and energy needed to build a business that will enrich her life, her family's life and the lives of other women for years to come. With that philosophy in mind, we'd like to introduce a series of changes to the DIQ Program designed to strengthen new Independent Sales Directors and help them experience that success.

With the significant increase of new Independent Beauty Consultants this year, our renewed priority as a Company and as an independent sales force should be to retain all of these new team members - and ensure they have the tools, the education and confidence to build a solid customer base and a successful Mary Kay business at all levels. These changes to the qualifications to become an Independent Sales Director help ensure that DIQs put their businesses on a firm footing and have the best possible chance to form solid, high-performing units.

And here's something all of the Team Leaders and future Independent Sales Directors will be excited about: These changes officially go into effect on Jan. 1, 2010. However, beginning with Aug. 1, 2009, debuts through Jan. 1, 2010, debuts, DIQ's have the option to debut under the new rules or the current rules. If they choose to debut under the new requirements during this "optional" period, they'll qualify for special "Superstar" recognition at Leadership Conference 2010 (they don't have to meet the new pre-qualification requirements; they just have to finish with the new production and team member requirements!)

All Class of 2010 Sales Directors will receive a special seat cover, early admittance to all general sessions and a dazzling zebra-accented Sales Director wrap. Sales Directors who debut under the new rules during the optional period will receive all of these items plus an invitation to an exclusive luncheon during Leadership Conference 2010. (Their Senior Sales Directors will receive an invitation, too!) So let's have a look at the new Director-in-Qualification requirements (effective Jan. 1, 2010):

Pre-Qualifications for Potential DIQs (requirements to submit a Commitment Form):

1. **(NEW)** Must have 10 active personal team members.
2. Must be personally active (A1, A2 or A3 status.)
3. **(NEW)** Must be a Star Consultant in either the previous quarter or have at least \$1,800 in personal cumulative wholesale production in the current quarter.

Debut Qualifications:

1. **(NEW)** \$18,000 cumulative wholesale unit production in 1 – 4 months. At least \$14,000 wholesale production toward the total \$18,000 wholesale requirement must come from your DIQ unit members. A DIQ may contribute up to \$4,000 in personal wholesale Section 1 production toward the \$18,000 cumulative unit wholesale production during the qualification period.
2. At least \$4,000 per month wholesale unit production.
3. **(NEW)** DIQ must have at least \$1,800 in personal cumulative wholesale production.
4. **(NEW)** 24 active unit members (includes the DIQ.)
5. **(NEW)** At least 10 of the 24 active unit members must have at least \$600 in cumulative wholesale production (does not include the DIQ herself) during the qualification period.

Please note that while we transition into the new DIQ qualifications, you will have access to two reports that will track both options on Mary Kay InTouch®. If you have questions about the new DIQ requirements, you can contact the DIQ Department at (800) DIR-SOON (347-7666) or read more on Mary Kay InTouch.

Your Quick Guide to What Changes When

	Aug. 1	Sep.1	Oct. 1	Nov. 1	Dec. 1	Jan. 1/10	Feb. 1/10 and Beyond
Pre-qualification (Rules to Enter DIQ)	Current Rules Only	Current Rules Only	Current Rules Only	Current Rules Only	Current Rules Only	New Rules ONLY	New Rules ONLY
DIQ - Qualification (Rules to complete DIQ and Debut)	Current Rules OR New Rules	Current Rules OR New Rules	Current Rules OR New Rules	Current Rules OR New Rules	Current Rules OR New Rules	Current Rules OR New Rules	New Rules ONLY