

# All In With 8! DIQ Promotion

## Frequently Asked Questions

Enter the Sales Director-in-Qualification program by Dec. 1, 2017

### 1. What is the All In With 8! DIQ promotion?

As we continue our "All In" momentum to find new faces, we are offering an exciting opportunity for our DIQs. From October through December 2017, an Independent Future Sales Director will be eligible to enter the Director-in-Qualification program when she has 8 active team members in the month prior to submitting her commitment form to the Company. The requirements for entry into the program have been simplified, and the qualification time period has been reduced from a maximum of 4 months to a maximum of 3 months.

## DIQ Pre-Qualification

### 2. If I'm not a DIQ yet, may I contact the DIQ Department?

Yes, you may call (800)347-7666, email [DIQDepartment@marykayinc.com](mailto:DIQDepartment@marykayinc.com), or chat via *Mary Kay InTouch*®.

### 3. What do I need to do to enter the DIQ program?

Meet the Pre-Qualification Requirements and submit your online commitment form to the DIQ Department.

In order to submit a Commitment Form to the Company stating an intent to begin Independent Sales Director-in-Qualification ("DIQ"), an Independent Beauty Consultant must have met the following requirements the month prior to entering the Qualification Program:

EXISTING Pre-Qualification Requirement	LIMITED TIME Pre-Qualification (Oct. 1-Dec. 1)
<ul style="list-style-type: none"><li>○ Must be in active status</li><li>○ Star Consultant previous or current quarter</li><li>○ 10 active* personal team members</li><li>○ Be in good standing with the Company based on the terms of your Independent Beauty Consultant Agreement.</li></ul>	<ul style="list-style-type: none"><li>○ Must be in active status</li><li>○ 8 active* personal team members</li><li>○ Be in good standing with the Company based on the terms of your Independent Beauty Consultant Agreement.</li></ul>

**4. When can I submit my DIQ online commitment form?**

The online DIQ Commitment Form is accessible on the 1st, 2nd or 3rd day of the month that you plan to start DIQ. Please keep in mind that the previous month-end process may not be complete so the Branch will likely still be resolving outstanding month-end issues.

**5. How do I know that my online DIQ Commitment Form was submitted and received?**

Once you have completed and submitted the online DIQ Commitment Form, you will receive a confirmation screen on *Mary Kay InTouch*<sup>®</sup> as well as an email confirmation from the DIQ Department.

**6. How soon will I know if I was accepted?**

Once month-end is complete, our system will automatically begin to verify that all the Pre-Qualification Requirements to enter the DIQ Program have been met. You will be notified via email by the 10th of the month with the results of your DIQ submission.

**7. Do I need to have 8 personal active team members?**

In order to meet the Pre-Qualification Requirements, you must have 8 active\* personal team members the month prior to submitting your DIQ Commitment Form. To count toward this requirement, none of the team members can be any of the following: the spouse of any Mary Kay Independent Beauty Consultant, your spouse, a current Mary Kay Independent Beauty Consultant in another unit, a personal team member submitting her Commitment Form in the same month as you, or a current DIQ or a current Independent Sales Director.

**8. Do I count as one of the 8 personal active team members?**

You do **not** count as one of the 8 personal active team members to enter DIQ. However, you must be personally active the month prior to entering the DIQ program (A1, A2 or A3 status). Consider yourself number 9 on your active team.

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

Should the DIQ submit a Commitment Form four times within a rolling 12-month period (each time not meeting the requirements), she will need to complete a one-month building process outlined as follows:

- \$4,000 minimum wholesale team production (consisting of not more than \$1,000 personal wholesale toward the \$4,000 minimum wholesale production requirement)
- One new active\* personal team member whose start date and order (minimum \$225 wholesale) are in the same month as the \$4,000 minimum wholesale team production

**10. Do I need to be a Star Consultant before I enter the DIQ program?**

For a limited time under this promotion, the requirement to be a Star Consultant has been removed. Although Star Consultant status is not a pre-requirement for entry into the DIQ program, every potential DIQ should already be a Star Consultant. Potential DIQs should strive to lead by example when working towards building a strong personal business. Therefore, every potential DIQ should have achieved Star Consultant status as this should be a natural result of this consistent activity.

## DIQ Requirements

**11. What are the DIQ Qualification Requirements under this special promotion for October through December 2017?**

<b>EXISTING Director-in-Qualification</b>	<b>LIMITED TIME Director-in-Qualification: Oct. 1– Dec. 31, 2017</b>
<p>Qualification</p> <ul style="list-style-type: none"> <li>○ Qualify in 1, 2, 3 or 4 months</li> <li>○ 24 total active DIQ unit members</li> <li>○ 5 personal qualified new team members</li> <li>○ \$18,000 total DIQ unit wholesale production</li> <li>○ \$4,000 maximum personal wholesale production</li> <li>○ \$4,000 monthly DIQ unit wholesale production minimum to remain in DIQ</li> </ul>	<p>Qualification</p> <ul style="list-style-type: none"> <li>○ Qualify in <b>1, 2 or 3 months</b></li> <li>○ 24 total active DIQ unit members</li> <li>○ <b>No personal qualified new team member requirement</b></li> <li>○ <b>\$13,500</b> total DIQ unit wholesale production</li> <li>○ <b>\$3,000</b> maximum personal wholesale production</li> <li>○ \$4,000 monthly DIQ unit wholesale production minimum to remain in DIQ</li> </ul>

**12. What if I started DIQ under the EXISTING DIQ Qualification Requirements?**

Although this promotion starts on Oct. 1, 2017, all DIQs that are currently in the program can choose to finish under either program and get the benefit of both options.

**13. Do I need to finish DIQ by Dec. 31, 2017, in order to qualify under this promotion?**

No. As long as you submit your DIQ commitment form by Dec. 1, 2017, you will have from 1 to 3 months to finish your qualification under the promotional rules. In other words, the promotional qualification requirements will remain in place for those DIQs that submit their commitment form before the limited-time offer expires. See the chart below for an explanation of the qualification options available based on the month the DIQ commitment form is submitted.

<b>DIQ Submission Date</b>	<b>Debut Date</b>
<i>July 2017</i>	<i>Eligible to debut beginning Oct. 1 (under new promotion requirements) or Nov. 1, 2017 (under existing requirements)</i>
<i>August 2017</i>	<i>Eligible to debut beginning Oct. 1 (under new promotion requirements) or Dec. 1, 2017 (under existing requirements)</i>
<i>September 2017</i>	<i>Eligible to debut beginning Oct. 1 (under new promotion requirements) or Jan. 1, 2018 (under existing requirements)</i>
<i>October 2017</i>	<i>Eligible to debut beginning Nov. 1 (under new promotion requirements)</i>
<i>November 2017</i>	<i>Eligible to debut beginning Dec. 1 (under new promotion requirements)</i>
<i>December 2017</i>	<i>Eligible to debut beginning Jan. 1, 2018 (under new promotion requirements)</i>
<i>January 2018</i>	<i>Not eligible to debut under the new promotion requirements. Eligible to debut beginning Feb. 1, 2018 under existing DIQ program requirements.</i>

**14. Do I no longer need to have 5 qualified personal new team members?**

As a DIQ, you should always be focused on adding qualified-personal new team members. There are multiple rewards you will receive for these qualified personal new team members, including cash bonuses and other contest credits. In addition, your new team member will also receive additional rewards, including product bonuses, when she places her qualifying initial order.

**15. What is a qualified personal team member?**

A qualified personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and is received and accepted by the Company in the same or following calendar month as her Independent Beauty Consultant Agreement is received and accepted by the Company.

**16. Can I still contribute personal wholesale production to my DIQ Qualification Requirement of \$13,500 total?**

Yes, under this promotional offer, the DIQ may contribute up to \$3,000 in personal wholesale Section 1 production toward the \$13,500 cumulative wholesale production during the qualification period.

**17. Is there a minimum production amount I must achieve each month in order to meet my DIQ monthly requirement?**

The DIQ unit must meet the minimum requirement of \$4,000 per month minimum wholesale unit production to continue qualifying (even if you've reached the \$13,500 total) and remain in the DIQ Program.

**18. What happens if I do not meet my DIQ monthly requirement of \$4,000 wholesale monthly team production?**

If a DIQ does not meet the minimum requirement of \$4,000 per month minimum wholesale unit production, the DIQ will be removed from the DIQ Program. At that time, the Pre-Qualification Requirements will need to be met the month prior to resubmitting the online DIQ Commitment Form.

**19. What if I personally contribute more than the maximum \$3,000 personal production toward the \$13,500 cumulative unit wholesale production requirement?**

Any personal production over the \$3,000 personal wholesale maximum will only count toward the \$4,000 minimum wholesale monthly unit production requirement. At least \$10,500 wholesale production toward the total \$13,500 wholesale requirement must come from your DIQ unit members.

**20. If my qualifying team does over \$4,000 wholesale production in one month, will the overage count for the next month?**

No. But all of your unit production counts toward the \$13,500 cumulative wholesale unit production requirement.

**21. Do I count as one of the 24 active unit members?**

Yes. You are counted as one of the 24 active\* unit members, and you must be active at the end of the final month of your qualification period.

**22. How I track my DIQ production "live", in real time?**

Currently, we do not have a report with real time production information. However, we understand it is very important for you to track your real time production, so you may manually track your real time DIQ production by logging on to *Mary Kay InTouch*<sup>®</sup>/My Business. Begin by accessing your DIQ Daily Report before you begin each day. It will give you a snap shot of how you ended the previous day.

Please be aware that the DIQ Daily report could take 24 to 48 hours to update based on the business day of the week.

### **23. Will I earn unit commission while in the DIQ program?**

No. As a DIQ you are eligible to earn commissions on wholesale orders of personal team members. For further details on your eligible commission, you can review the *Advance Brochure* or contact Consultant Records.

### **24. Can I attend Leadership Conference 2018?**

Attendance at the Leadership Conference 2018 in Atlanta, Ga., is limited to Independent Sales Directors and above. You must debut as an Independent Sales Director by Jan. 1, 2018 in order to be eligible to attend Leadership Conference.

In addition, **Independent Sales Directors** who debut from Aug. 1, 2017 to Jan. 1, 2018 will receive:

- a. Free registration at Leadership Conference 2018.
- b. Invitations to the *POP-lanta* Party on Day 0 of Leadership Conference 2018 for her and her Independent **Senior Sales Director**.
- c. Receive Ali Khan<sup>®</sup> Class Ring, Ali Khan<sup>®</sup> Necklace and Earrings Set, and Ralph Lauren<sup>®</sup> Handbag

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