

MK Basics 6: Get Dreams & Goals

**OUR 2014 SEMINAR GOAL: DEBUT AS THE TRACI SMITH BRAVE NATIONAL AREA WITH
20 TOTAL INDEPENDENT SALES DIRECTORS**

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WALK THE SEMINAR 2014 STAGE AS A CIRCLE OF EXCELLENCE UNIT

OUR STRATEGY TO MEET THESE GOALS: POWER STARTS

I. Watch National Sales Director Emeritus Video on Goal-Setting

- a. Miss Mollye's Six Secrets to Goal-Setting
 - i. Must have a life-gripping dream
 - ii. Must have a burning desire
 - iii. Must have diligence
 - iv. Must have discipline
 - v. Must have a surpassing purpose
 - vi. Must have perseverance

II. **POWER STARTS = a monthly challenge from your Director to put our product on 30 faces in 30 days**

- a. You are just **POWER STARTS** away from achieving ANY Mary Kay goal as long as you book, sell, book and share at EVERY appointment. Mary Kay is not magical, it's mathematical:

What can happen in ONE month with a POWER START?

POWER START = 30 FACES

Calculate your face average = \$100 per face (company average) = \$3,000 in sales = \$1,500 in profit

Calculate your sharing average = 1/5 signs up (company average) = 6 NEW team members

POWER STARTS TAKE YOU TO YOUR GOALS:

1 POWER START = STAR TEAM BUILDER

2 POWER STARTS = TEAM LEADER

3 POWER STARTS = FUTURE SALES DIRECTOR

4-6 POWER STARTS = SALES DIRECTOR

III. **DREAMING = how you want to invest your life**

- a. Begin by creating a "Dream Sheet" (see additional handouts) that include pictures and words of dreams you'd like to see happen in the next 2-3 years in your life. This "Dream Sheet" will go in the front sleeve of your Organizational Binder.

- b. Remember, “Dreams do come true when you dream BIG & DO!”
- c. Look at your Dream Sheet twice a day (once in morning, once in evening) with ALL the emotion it would feel like having achieved those dreams.

IV. DOING- Big Hairy Audacious Goals (BHAGs) are the path to get you there

a. What are BHAGs?

- i. A true BHAG is “clear and compelling and serves as a unifying focal point of effort— often creating immense team spirit. **It has a clear finish line (specific date to complete goal)**, so the organization can know when it has achieved the goal; people like to shoot for finish lines.”

b. Based on your dreams, set your Mary Kay BHAGs

i. SALES

1. STARS= STAR CONSULTANT PROGRAM- Mary Kay’s report card

a. Perks

- Customer Referrals
- Customer Delivery Program
- Star Sash at Success Meetings
- Name in Success Meeting Agenda
- Front Row Seating at ALL Events
- Front Page Recognition in Newsletter
- Annual Top Consultant Trip

- b. **Our Year-Long Unit Goal: 65 TOTAL STARS!** I’m asking EVERYONE to commit to STAR GOAL! What STAR level, or goal, will you reach each quarter?

2. Break down your STAR GOALS to weekly, monthly sales goals:

- a. Sapphire: \$300 weeks
- b. Ruby: \$400 weeks
- c. Diamond: \$500 weeks
- d. Emerald: \$600 weeks
- e. Pearl: \$800 weeks

ii. SHARING

1. CARS: MOVING UP CAREER PATH- no politics (Steps to Success)

a. Perks

- i. **Senior Consultant** (1-2 active team members): 4% commission
- ii. **Star Team Builder** (3-4 active team members): 4% commission + HOT new red jacket
- iii. **Team Leader** (5-7 active team members): 9-13% commission + on-target for Chevy Cruz
- iv. **Future Director** (8+ active team members): 9-13% commission
- v. **Director-in-Qualification (DIQ):** opportunity to triple income overnight
- vi. **Director:** highest paid women in America! Triple the pay for the same amount of work:
 - 1. Personal team commission: 9-13%
 - 2. Unit commission: 13%
 - 3. Unit volume bonus: \$500

V. **Start a “Gratitude Journal”**

Write in it in EVERY night. Give thanks for what went well OR simply for your assets (ex. Eyes to see, ears to hear, etc.).

“Rejoice in the Lord always. I will say it again: Rejoice! Let your gentleness be evident to all. The Lord is near. Do not be anxious about anything, but in everything, by prayer and petition, WITH THANKSGIVING, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus.” Philippians 4:4-7

You must fight for your dreams! They don’t just happen! Make a DAILY decision to work from COMMITMENT, and not emotion. Take control of your emotions, because once you get in charge of your emotions, you’ll get in charge of your paycheck. Remember, ACTION always comes before emotion! And...

Dreams come true when you dream BIG & DO!!!