

Guaranteed game plan to move up in your Mary Kay business.

"Notes from the Dacia Chaffin-Wiegandt conference call."

Dacia is very young when she started her MK business, early 20's. She had just graduated from college and had begun teaching when a friend invited her to a MK event. She said that she had could not believe her friend had gotten into MK because she thought that MK was for older women with big white hair!!! (Where have you heard that same line before!!!! If you have heard my own "I story" that is the same thing I thought!!!) Anyway, during the event she was not even asked to join the company as some of the others were. She said maybe it was because she was so young, but she spoke up and said that she wanted to join MK.

She said you could imagine her mom and dad's delight when she told them she was going to do MK, especially after they had just spent \$60,000 on her college education!!!! So there was no support from family and friends, but she had made the decision to work a Mary Kay business, so she was going to do it anyway!

When Dacia started Mary Kay she was teaching school full time and tutoring after school. She was also planning a wedding with the expectation of 400 guests. So once again we hear busy women syndrome.

(Who's not?)

At Dacia's new consultant debut, she invited 50 people. I am not sure how many she said came, I think it was around 18. However, by the time it was over she was "Red Jacket."

Here is what Dacia actually did to spur on her business so fast: (1) She has been in MK for over 3 years and she has never missed a meeting.

(2) She began the 3+3+3 system of working her business.

- 3 classes each and every week;
- 3 interviews each and every week; and
- At least \$300 a week in sales, each and every week.

(3) She did not have time to work her business thru the week, so she had a class every week at her **Success Meetings**, and then she made sure to hold one every Friday night and Saturday morning.

(4) Dacia did not stop at night with her business until she had gotten 5 new contacts and booked at least one new appointment each day. By the end of the week she had 35 new names and would invite all 35 to the Monday Night meeting to facial. Usually, 3 or 4 would show up from the 35 new contacts. If the contacts could not go to the meeting the she would book them on the only two available days she did classes, Friday Night and Saturday Mornings. If she did not have 5 new contacts a day, she would call someone to get a referral.

(5) Dacia interviewed everyone who attended her classes!!!! She had a ticket game that would allow her to share the business with everyone at the table at once. Then she would ask them where on a scale of 1-10 they were on deciding MK was something they would want to try. If they were a 6 or higher on the scale, she would ask questions to narrow down what their reservation were, stopping them from signing. If they did not sign that day, she sent home with them a recruiting packet. She did not always have the product with her. She told them that when she delivered their orders the next day and she would pick up the recruiting material and go over it with them. She would also compare the Miracle Set price with the Showcase price and give them the advantages of owning their own businesses. ****Note she would close her sales first, before working to recruit.

(6) This pace **for 6 months** earned the top 2% of the company position, Directorship. Now, she had experienced the pace and the skills that would go on and build her status to Elite Ex Senior Director almost able to touch the status of NSD in less than 4 years.

(7) Just after becoming Director there was a slump time in her career as is with many if not all new Sales Directors. But Dacia's find-a-way, make-a-way attitude of working her business allowed her to examine her obstacles and instead feeling overwhelmed she fixed the obstacles and carried on.

- a. Dacia realized she could not do everything herself. She delegated what she could and hired office help.
- b. She realized she had to fine tune her phone time and get more disciplined and determined to get it done, for now she had to include a unit in her phone time. So made her list each day of what she needed to get done and she carried it with her. The list also included phone numbers she needed to call. So even in the car or wherever she had everything she needed with her to make calls when she got just few minutes bouts free to make some calls.
- c. She began to see that even as Director, one is still responsible for her own success. She realized that if she was going to make the money she wanted to make and if she was going move up in this company, as she wanted; then it was up to her to recruit units. Her goal each year is to recruit 30 women a year!!!! And that is what she does each year. Every year she has been in MK she has been in the National Queen's Court of Recruiting, twice as a runner up and one time QUEEN!!!!

(8) The question was asked if Dacia had ever experienced an on going disappointment from no (s). Dacia made the commit that on Friday she called 17 people and got no(s) from all but 3. She said that if her being an Ex Senior Elite getting 14 no(s) in one day, how could the rest of us expect better? (I don't know if I have experience 14 no(s) in one day, maybe like 6 weeks or something) but that is the difference in working the numbers and not doing so much thinking about self to get disappointed. The higher ups know this because they have been there done that and got over it or they would not be higher ups. When you make a habit of over coming obstacles your own self, it is very hard to sympathize with others who seams to be going through the same thing, and allowing it to consume them, because you know it is a obstacle that can be either gone around, gone over, gone under, or gone through, but is never allowed to stand in the way.

I remember crying around to our Future NSD, Ann Smith, about all the "no's" I was getting and how hard this was. She looked at me straight in they eyes and said, Do you really think that never happened to me!!! I had 22 classes to cancel in one month and I was in DIQ!!!!

Dacia also mentioned that image is so much when out there networking. She said check out your image. Your make-up, your hair, your choice of clothes, everything has to be exceptional in taste for people to want to say, yes to you.

These are the notes and thought I got from the conference call with Dacia. As you can see once again there is no secret to being successful in this business. The secret lies in all of us. We have to be willing to get up each day and work. We have to get up each day with a plan laid out to accomplish daily goals. We have to stop letting what we feel defeat our days before we even get started. We must make our plan, and just carry it out. Her plan was not some thought of genius!!! She just had the discipline to get up and work each day no matter how much time she had to do it. She did not give to Mary Kay whatever time she has left, but she scheduled and carried thru her MK time, making MK part of her top 3 priorities. She made her phone time count each day, she networked to meet 5 new contacts each day, she booked one new appt. each day, she always held 3 appt. classes a week, she always held 3 recruiting appt. each week and she always sold \$300 a week in sales or more. There is no secret here, (unless you count the each day and always parts) just discipline. As you have heard me say over, and over, and over discipline is not a dirty word or habit; it will set you free when it becomes just what you do.

I hope you (and me especially) will not let Dacia's go-give heart to share with us what made her the success she is and our own time we spent listening to be in vein. Let's not allow these wonderful words of hope and wisdom fall on deaf ears. As God says, let those who have ears hear and know the truth.
(Paraphrased) Deaf hears to the truth does not only hamper our relationship with God, but also the truth about what is really happening in our lives and how we view it. I pray for each of you that this info will bless your business and you will find increase and an abundance-thinking attitude.

Love and believe in you everyone

Karon

P.S Dacia's last year's income with sales and commissions was about \$200,000!!! As David Cooper would say, would that kind of extra CASH a benefit you to right now?

