

Business & Money Management for DIRECTORS

SrDirector Cammy Otten

1. Look for the following in this call:

- AHA
 - Aha! Moment
- BFO
 - Blinding flash of the obvious
- WOW
 - Something you can apply to your business within one week
- WOM
 - Something you can apply to your business within one month
- WOY
 - Something you can apply to your business within one year

2. Mistakes to be aware of:

- Having no money plan or budget
- Not enough personal business
- Having no accountability (i.e. An advisor, online help like crown.org, Mvelopes)
- Building my business by addition, not multiplication
 - Addition: Building a solid customer base = National Court of Sales!
 - Looking to them to be cash flow instead of new business, just working with what you've already got
 - Multiplication: Working full circle, getting new business, working with current people, finding new people

3. A tracked number grows

- Knowing exactly what your # goal is allows you to set weekly or monthly sales goals – Directors go from being a Super Star Consultant to her own Unit Leader

4. Sales Goal

- Break it down into a monthly or weekly goal of desired profit
- Make a specific target number; i.e. \$500 a month.
- 60/40 split
 - \$500 profit goal divided by 40% (.4) = \$1250 in sales for the month
- \$1250 divided by 4 weeks to make it a smaller number, easier to look at: \$312.50 a week.
- Track in a chart:
 - On the sales side (left side) subtract your sales from the goal in that column (not including sales tax)
 - On the profit side (right side) add up your profit. Start at zero and add your 40% profit as you earn it.

- Once you set your goal it is time to start tracking
 - Stick with it, it's not easy in the beginning but it gets easier to reach as you work at it
 - Keep the goal in front of you
 - Cammy keeps her sales goal and activity goal on her desk. It's in front of her. Where ever it will be in front of you works! (in your datebook for example)
 - Three separate bank accounts:
 - Training Center account (shares with another director): Event expenses (i.e. weekly meetings, guest events)
 - Inventory: Orders to replace product and build inventory
 - Everything Else: Income that pays yourself and other business expenses
 - Make sure you're paying yourself!
5. Make sure you have profit level inventory:
- If you don't have a resource for a loan - reinvest short term to get enough inventory
 - Put 100% of your profit into ordering more products for a SHORT amount of time. (1 month, 2 months, 3 months...it's up to you)
 - Make sure you are restocking your product
 - How to reorder product: (if you don't have a program to help you)
 - At the end of EACH WEEK when you do your WEEKLY ACCOMPLISHMENT SHEET, staple copies of those sales tickets from the week to it in the month's file folder along with all receipts for everything that you've purchased or paid.
 - You can also use Boulevard or Pink Office to track reorders
 - Tick mark on an order form from all those products on the sales tickets, or go online and start a new order on InTouch.
 - Next week you do the same thing again
 - When it is time to reorder product, the money should be in your account (using your MK account debit card or ProPay) and the products should be on the order already
 - Do your own Weekly Accomplishment Sheets and reward your Consultants for turning in theirs... i.e. "Fun Bucks" based on monthly personal sales = inexpensive jewelry or sales aids prizes
 - Jan-Dec file folders in the drawer to put all WAS and receipts in- makes tax time so much easier at the end of the year.
 - WAS will help your people better track their goals and make more money!
 - It is entirely possible for every single Director to be in the National Court of Sales if she wants to be!
 - \$700 a week in sales to be in the court
 - Break it down to get that done
 - 40% profit on that is \$14,400.00/yr

- 23% as a minimum unit of \$5000 of production a month will generate a min of \$15,000 of commissions
 - 36% is \$30-35,000 in commissions
6. A few things...
- TimeWise skincare class:
 - Cammy has never changed her class...until now
 - She still does her TimeWise class, except...
 - She now offers Botanicals to anyone who says "I can't wear Mary Kay" and gen y people.
 - Leading to other new people to facial and recruit.
 - What would be a personal victory at Seminar this year?
 - What does that mean in unit and sales?
 - Start tracking it and working toward it!
7. Start tracking all your household expenses on a chart.
- First of the month check and middle of the month check from your spouse and yourself
 - Track how you are paying your expenses with which check so you know how things are getting paid
 - It will help you isolate places you can cut back on.
 - Don't cut back on areas that will free you up to get you out in the field or support your unit
8. Be sure to recap your business monthly
- If you don't you won't know where you're at and will affect your income
 - Set up a retirement account
 - Unit report helps you strategize
 - Decide what your promotions will be
9. Your business grows when you attend events:
- Unit success meetings
 - Company events
 - Career Conference
 - Seminar
 - DARE
 - Local events
 - Plug in with a local National or your National
 - Be on Pat's phone calls