

YOU ARE A BRAND NEW DIRECTOR....

NOW WHAT?

1. **New Director Training – Register Now!** Discuss dates and registration deadline. Explain why attendance at the first available time is absolutely necessary.
2. **Director Suit – Order Now!** Remind new Director of ordering deadlines and explain ordering process, including payment options (commission vs. credit).
3. **Action Plan:** Let her know she will receive this training material around the end of her first month.
4. **Director Order Form:** Show new Director the Director Order Form on InTouch. Suggest business tools that the Director may want to purchase to help her with new position. I suggest the following:
 - a. Birthday Cards – Send out first of the month. I prefer company cards over store-bought so that my team members are getting something that specifically says “Mary Kay.”
 - b. Anniversary Cards – Send out first of the month
 - c. Star Consultant Postcards
 - d. Praise Postcards
 - e. Red Jacket, Grand Am and maybe Sales Director Postcards
 - f. Consultant Pins – Career Path Enhancers, Perfect Start, Power Start
 - g. Recognition Ribbons – Depending on what your unit promotes
 - h. Motivational CD – One of your choice
5. **Thank You Note/Letter:** Send to all new team members announcing your new unit and thanking them for their support.
6. **Inactive & Terminated Postcards and “Going Out Of Company Letters”:** Send out the In-active Postcards at beginning of A3 month, send out Terminated postcards at beginning of I3 months, send our “Going out of Company Letter” at beginning of 10th month (this gives her two months to activate). Templates available at www.terezeja.com.
7. **Buy Microsoft Publisher:** Can order on In-Touch. Needed to create newsletter and to read many fliers created by other Directors.
8. **In-Touch Website:** Explain how the site is different for Directors and what information she can find there. Point out the Order Status for checking production.
9. **Desktop Office Manager:** Explain what this is and what reports she will find here. Let her know she will receive it around the end of her first month.

10. **Organizing Files:** Use the Action Plan book to show her what files she needs to be setting up immediately to organize for her new tasks.
11. **Meeting Agenda:** Discuss your agenda and training schedule with her. If she will be holding meetings with you, discuss what her roles will be at the meeting.
12. **Unit Promotions:** Discuss any current and potential unit promotions with her. Suggest that she use these promotions until she has time to establish her own. Show her the Whitney Catalog and web address, www.thewhitneycollection.com.
13. **New Director Contests:** On the Write Track, Fabulous Fifties, Honor Society
14. **www.Terezeja.com:** Go there for additional information about unit promotions and schedules, as well as systems training for Directors (pass word – freedom/freedom)
15. **Welcome Packets:** Put together at least 20 and send one to every new consultant with the Stacey James “Inventory Options” CD available at www.topdirectortapes.com.
16. **Money:** Explain production and bonuses. Also discuss new expenses that she will have as a Director and suggest how she spends her money (sales is for business expenses, commission is for profit). Discourage spending a lot of money on unit promotions and non-income producing items.
17. **Time Commitment** – Avoid *Directoritis*! 80% of time should be spent as a Consultant, 20% as a Director until you reach 45-50 unit members.
18. **Monthly Goal Tracking** – Go over monthly goal tracking sheets including Production Forecasting, Linda’s Interview tracking sheet, and the Ultimate Unit.
19. **Director Debut:** Briefly discuss date and location, but save details for a separate planning meeting.