



# ***Step UP to Sales Director Challenge***

## **Frequently Asked Questions**

January 2025 – July 2025 Debuts

**1. What is the *Step UP to Sales Director Challenge*?**

We want strong Sales Directors and more of them! Earn additional rewards if you debut as an Independent Sales Director from January 1<sup>st</sup> – July 1<sup>st</sup>, 2025 with the increased qualifications.

**New Sales Directors:**

New or returning Sales Directors who debut with increased DIQ unit wholesale production of \$17,000 and with 30-unit members will earn an invitation to the New Sales Director Retreat in Fall 2025, as long as they are an active Sales Director at the end of the promotion (June 30, 2025).

This is not just any retreat; it is a full-on, one-time-only experience! Achievers will receive two nights' paid hotel plus a \$500 cash reward to put towards airfare to get to the retreat. And best of all, Ryan Rogers will be attending to congratulate the new Sales Director debut class!

**2. Who can participate in this promotion?**

All sales force can participate in this promotion. Please visit InTouch® for more information on Director-in-Qualification requirements.

**3. Will there be recognition at Seminar 2025 for this promotion?**

Yes. New Sales Director debuts and their Seniors will receive onstage recognition at Seminar 2025.

**4. As a *Step UP to Sales Director* achiever, how will I receive the \$500 cash reward?**

The \$500 cash reward will be deposited into a Step UP to Sales Director achiever's account in late July 2025.

**5. Are there rewards for the Senior Sales Director or National Sales Director who offspring a new first-line Sales Director?**

Yes, Senior Sales Directors and National Sales Directors will receive a trademark Gucci necklace and bracelet set with a heart pendant reward\* for their initial new or returning personal first-line offspring Sales Director debut between January 1<sup>st</sup> through July 1<sup>st</sup>, 2025.

*\*You will earn the luxury reward for your initial new or returning first-line offspring. There will be no additional reward for subsequent debuts during the challenge time frame.*

**6. When must someone debut as an Independent Sales Director to count as an offspring for this challenge?**

An independent sales force member must debut by June 30, 2025, to count as an offspring Sales Director for this challenge.

**7. I debuted a new Sales Director who achieved the *Step UP to Sales Director* promotion. How will I receive my earned Gucci necklace and bracelet set reward?**

This reward will be shipped to achievers once the promotion has concluded and we validate that the new Sales Director met the promotion's requirements, including being active at the close of the promotion.

**8. Can I debut a returning first-line Independent Sales Director and still earn the Gucci necklace and bracelet set reward\*?**

Yes. You can debut either a new or returning Independent Sales Director during the promotion time frame to earn the Gucci necklace and bracelet set reward\* for your initial new or returning first-line offspring.

*\*You will earn the luxury reward for your initial new or returning first-line offspring. There will be no additional reward for subsequent debuts during the challenge time frame.*

**9. Once I earn the Gucci necklace and bracelet set reward for debuting a new or returning first-line offspring, do I earn anything for subsequent debuts?**

No. You will earn the Gucci necklace and bracelet set reward for your *initial* new or returning first-line offspring. There will be no additional reward for subsequent debuts during the challenge time frame.

However, debuting new or returning first-line Sales Directors will continue to grow your personal team commission and your First-Line Offspring Independent Sales Director Commission. Additionally, new first-line Sales Directors you personally debut can earn you the \$1,000 First-Line Offspring Independent Sales Director Bonus. These bonuses are always available and are in addition to the *Step UP to Sales Director* Challenge.

**10. Is there a report on *Mary Kay InTouch*<sup>®</sup> to help me track my Director-in-Qualification?**

Yes. Detailed information can be found under your *myBusiness*<sup>SM</sup> reports and then click on DIQS.

# Sales Director Retreat FAQs

**1. What is the Step Up to Sales Director Retreat?**

The Step Up to Sales Director Retreat is an event hosted by Mary Kay for Independent Beauty Consultants and DIQs who debut as Sales Directors between January and July 2025 who achieved the *Step UP to Sales Director* promotion (see above for details). This retreat is designed to celebrate your achievement, provide valuable training, and offer an opportunity to connect with top leaders within Mary Kay.

**2. Who is eligible to attend the Step Up to Sales Director Retreat?**

Independent Beauty Consultants and DIQs who achieve the *Step UP to Sales Director* Promotion (see details above) will receive an exclusive invitation to attend the retreat.

**3. When will achievers be notified and receive their exclusive invitation for the event?**

Achievers will receive an email by the end of July.

**4. When and where will the Step UP to Sales Director Retreat take place?**

The retreat will take place October 17th and 18th 2025 at the Mary Kay Building in Dallas, TX. Official hotel lodging is Dallas/Plano Marriott at Legacy Town Center. Achievers must stay at the Mary Kay contracted hotel.

**5. Will Mary Kay cover my expenses for the trip?**

Achievers will have two nights' hotel paid for at Dallas/Plano Marriott at Legacy Town Center hotel (7121 Bishop Rd., Plano, TX 75024) and receive a \$500 cash reward to put towards airfare to get to the retreat. Transportation is provided between the official Mary Kay hotel and TMKB. Meals will be provided for while at the Mary Kay building.

**6. Will I need to find my own transportation to and from the airport?**

Yes, you will need to pay for your own transportation to and from the airport. Self-Parking is Complimentary on Friday and Saturday nights in the Hotel's parking garage. Valet parking is available for \$30.00 per day. These prices include in-and-out privileges. Parking rates are subject to change.

**7. Am I allowed to bring a guest?**

No, this retreat is exclusive for achievers only. You may choose to bring a partner/spouse with you to Dallas, but they will not be allowed to attend any part of the retreat experience.

**8. Do you have to register for the retreat?**

Yes, registration for the Step UP to Sales Director Retreat will be open from September 1-26, 2025.

**9. Do you have to be an active Independent Sales Director by the time you register for the retreat?**

Yes, you must be an active Independent Sales Director when you register during September 1-26, 2025, to be able to register for the retreat.

**10. What if I am unable to attend the retreat?**

If, for any reason, you are unable to attend the retreat after qualifying, you will still receive a \$500 cash reward that will be deposited into your account in late July 2025. There will be no compensation for the hotel.

**11. If I am unable to attend the event for personal reasons, can I attend the next retreat in the future?**

Unfortunately, this event is a one-time opportunity, and we cannot guarantee that a similar retreat will be offered in the future.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.

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