

Independent Sales Director Leadership Profile

1 – Always, 2 – Usually, 3 – Occasionally, 4 – Seldom or Never

1	2	3	4	A GOOD LEADER:
				SELLS THE PRODUCT WITH CONFIDENCE
				Sets a good example for her team by consistently holding skin care classes and collection previews
				Is confident in her booking and coaching skills
				Knows how to open and close a sale
				Uses the four point team building plan at each class and collection preview
				Is a consistent Star Consultant, ordering and selling every month
				Has a strong customer base
				CONDUCTS AND CLOSES TEAM-BUILDING APPOINTMENTS
				Schedules, conducts and closes her own team-building appointments without assistance
				Conducts team-building appointments for her team members
				EDUCATES HER TEAM MEMBERS
				Takes team members to selling appointments to “learn while she earns”
				Encourages team members to attend unit meetings and other educational sessions
				Challenges team members to complete a Perfect Start, Power Start, or Power Start Plus
				Attends New Consultant Orientation with team members to show support and to learn how to conduct her own orientation sessions
				Explains inventory options and effectively helps new team members place their initial orders
				Helps team members fill out their first Weekly Plan Sheet and Weekly Accomplishment Sheet and teaches them the 60/40 plan of reinvesting in inventory
				Explains the Company’s promotions, unit promotions and ways new team members can be recognized in the unit
				Conducts brief team meetings either before or after a unit meeting to build esprit de corp
				COMMUNICATES WITH TEAM MEMBERS
				Listens effectively to understand team’s strengths, weaknesses, fears and goals
				Encourages and inspires team members both verbally and in written communication
				Knows how to sell the dream
				Makes team members feel special with birthday cards, praise, encouragement and notes
				Keeps a professional distance, remembering not to complain or share problems
				Maintains confidentiality on sensitive issues
				RECOGNIZES TEAM MEMBERS
				Is specific in recognition, letting team members know why they are being recognized
				Uses own recognition time at unit meetings to recognize her own team members
				Knows the art of third-party recognition (bragging about team members to others so the word gets back to them)
				Encourages team members to stretch for even higher goals

			ASSUMES RESPONSIBILITY
			Asks for more responsibilities at unit meetings and at New Consultant Orientation
			Observes the right way to do things and incorporates them into her own presentations
			Is comfortable conducting the entire unit meeting or Orientation session
			AFFECTS MONTHLY PRODUCTION
			Encourages team's production without asking for an order
			Knows how to read and understand team reports
			Helps team members set and achieve monthly production and team-building goals
			Knows the avenues of income and takes advantage of all of them
			FOLLOWS UP
			Follows up with her own guests
			Follows up on challenges issued to her team members
			Follows up with team members after milestones in their businesses (i.e. their first skin care class, Orientation, etc.)
			Follows up with customers and potential team members
			SETS A POSITIVE EXAMPLE
			Attends unit events and Company functions
			Supports Independent Sales Director, NSD and the Company
			Embraces Mary Kay philosophies
			Appears professional
			PERSONAL CHARACTERISTICS
			Has initiative and the ability to inspire others
			Is ethical and truthful
			Is enthusiastic and displays a positive attitude at all times
			Is a team player
			Has a strong sense of focus
			Is persistent
			Is flexible and adapts well to change
			Is dependable and a woman of her word
			Is self-confident
			Is sincere
			Has vision and strategy
			Has a good work ethic
			Is empathetic
			Is courageous
			Accepts constructive criticism