

IPAs

Income Producing Activities

The keys to success in your Mary Kay business

Do you want results from your Mary Kay business?

More Money? Earning the use of a Career Car? Becoming an Independent Sales Director?
Then you'll want to concentrate on these income-producing activities on a weekly basis

- Hold 1 skin care / collection preview (min. \$100 retail / 3 faces)
 - Conduct 2 facials or on-the-go appointments (min. \$100 retail / 3 faces)
 - Schedule 2 new bookings
 - Generate \$100+ in reorders or web-site sales.
 - Complete 1 closing sheet at appointment
 - Hold 1 team-building interview with questionnaire completed with your director (phone or in-person)
 - Bring 1 guest to a unit meeting
 - Collect 5 new names and numbers
 - Add 1 new team member
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You are a
part-time
Beauty Consultant.

**Complete any
5 activities,
or 1 / day.**

You are a
full-time
Beauty Consultant.

**Complete any
10 activities,
or 2 / day.**

You want to earn
the use of a Career Car
or become a
Sales Director

**Complete any
15 activities,
or 3 / day.**

**Do your activities support
your goal?**