

Coaching Consultants to Directorship: By SNSD Dacia Wiegandt

As a SNSD, I am still learning so much on coaching and I just want to share with you some of the knowledge that I have learned through experience and what I've learned through other top NSD's.

When I first began my business I viewed the national position at the finish line and now I see it as a starting point. This is just the beginning for us. We have accomplished something great, we are sharp, intelligent women, and we now feel so comfortable with developing leaders. We have to realize how POWERFUL we are and what we are capable of. I believe that if we as NSD'S will continue to do three things:

1. Build Security for our family
2. Build the company
3. Support women in accomplishing their dreams

We are Mary Kay's granddaughters and it is our job to keep the LEGACY of this company going and that starts with coaching as many women to directorship and supporting our directors to do the same.

You can coach people to Success but I would focus on finding leaders.... It's a lot easier... It's important to give your people space and culture to grow at their pace and in love. Some will run quick and some won't.

Your job is to FIND LEADERS.

How do you identify a leader?

- A. The leaders- Leadership is influence. Do they have influence? Do they have presence? When they talk do people listen? Are they people gatherers? Do people follow them? How can you tell? Results. They don't just "get" parties. They have parties. It's what they do naturally. Of course it takes effort- but you can't say they're struggling. They have a consistent amount of parties and appointments consistently. Are they a leader already? At church, at work, volunteering? Do they take initiative or do they wait for things to happen?
- B. Are they hungry? Do they want it? You can't want it more for them than they want for themselves. Are they willing? They don't just talk about it. They do something about it. For example. If I have a conversation with someone that wants to be a director and I challenge her to have 10 parties on her books for the next two weeks. She calls me with 48 hours with those appointments booked. I don't have to drag her to do it.
- C. The qualified- What are your qualifications? You are deciding whether or not you want to do life with her.
 1. Here are some questions I would ask.
 - Do I like her?
 - Sincerely do I like her?
 - Do I enjoy her company?
 - Does she impress me?
 - Would I follow her?
 - Is she a woman of character and integrity?
 - Is she a woman of commitment?
 - Does she like herself?
 - Does she have a healthy self-esteem?
 - What are others' impressions of her when they meet her?
 - Would you like her to represent you?

2. Learn to read the signs...

You may be thinking, God send someone that "wants" it bad like me and there are issues. She isn't following the Mary Kay way, she misses the meeting, she doesn't allow you to coach her, she has time commitment issues, drama, always an issue, etc... What do you do?

Mary Kay said there are 3 things that can hold someone back

1. Relationship issues
2. Health issues
3. Money issues

What I do is if someone I'm coaching to directorship I make sure she doesn't have 2 or more issues.

Maybe right now just isn't her time.

I can coach her, however she's a HIGH risk relationship. What's a high risk relationship? It's risky. I am not sure that I am going to get out of this what I'm putting into it. It may be a loss.

You were born with a gift. You were born with it. Every woman has it. You know what it's? INTUITION.

Whenever I am in doubt I close my eyes, put my hands over my heart, and ask myself what's my heart telling me to do? What would God do? What would Mary Kay do if she were in this position?

Sometimes you just know because your "GUT" tells you.

You will always be tested before you reach a high position. God wants to make sure you are good to make tough decisions. For example there's a sharp woman with the influence, contacts, desire, but she isn't following the Mary Kay way, she isn't allowing me to coach her, and we've talked and talked about it... I pray, make my decision, and walk away.

"If you have your hand so tight and closed holding on to what you have, you WILL never have your hand open long enough for God to make NEW deposits."

3. Our goal as leaders is to be constantly looking for that next READY NOW person.

2 reasons why directors get stuck

1. They out-live their capacity to grow.
2. They out-live their willingness to grow. (Majority of directors play here)

Mary Kay will NEVER change for you to win.

You have to ADJUST yourself as a leader.

YOUR GOAL IS TO DO PARTIES TO FIND YOUR NEXT LEADER!

YOUR ENERGY IS Poured INTO:

1. YOUR PERSONAL WORK TO FIND YOUR NEXT DIR
2. YOUR NEW
3. KEY- READY NOW PEOPLE

SO EVERYONE THAT IS NOT IN THOSE 3 CATEGORIES FALLS INTO THE SYSTEM.

The key people go in your back pocket.

THE SYSTEM MAINTAINS THE BOTTOM FROM FALLING OUT

Ways to coach consultants to directorship

1. Be the best encourager. Lift others up. Make them see the best in themselves. Sometimes you are the only positive person in their lives.
2. Sell the dream to them with the way you talk, walk, dress, etc. You are a swan. They want your life.
3. Always keep the next step in front of them. Red, now team leader, now diq- always hold that carrot in front of them.
4. Have the systems in place for success- Weekly meeting, conference calls, hotlines, new con training, Mary Kay mba, prizes
5. Dacia Day- A day I set up where consultants that want to be directors come to my home. They share

what they have done great for the week, what they need to improve on and i base my training on their responses. I also give them time to book and go around to each one and coach them separately on whatever needs that have. The women that want it show up!

6. Ask them questions, don't tell, make them empowered to come up with the solutions.
7. Drill them so they become a mini-you- I went over their opening, middle, close to their skin care party. I went over their marketing, closing statements. How do they warm chatter. INSPECT WHAT YOU EXPECT!
8. Get their biggest supporter on your side-husband, mom, boyfriend. So you can sandwich them to the top. When I had a new diq I would go out with the DIQ and husband so he could see the advantage, the work at hand and we could sandwich her to the top.
9. If they fall down or are discouraged you remind them a time they were powerful.
10. Find out their why and purpose and keep that clear and in front of them the whole time.

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Systems aren't for growth. They are to make sure the bottom doesn't fall out.
Systems are important for the masses but building people is a ONE ON ONE JOB!! We have to INVEST time in people.

Our GREATEST asset is people!
People are our MAJIC!

We are selling HOPE! Huge in this day and time.
40 days without food
4 days without water
4 min without oxygen
4 sec without HOPE

68% of people believe there BEST life has already been lived!!
We have a lot of work to do!!

Calling New Consultants:

Hi, Mary my name is _____, your sales director with Mary Kay and I have been assigned to your success!!
How are you? I am so EXCITED to have you in our unit and apart of Mary Kay.

1. Tell me about yourself?

(Listen to what picture she's painting. What does she want?)

YOU HAVE POWER WITH THE PICTURE!!

Listen for the Success story or the sad story!! HUGE

Success story is a "Ready Now" person and a sad story goes into the system.

LISTEN FOR CLUES!! YOU HAVE POWER WITH THE PICTURE!

Remember what I spoke about before if they have 2 or more problem or issues they are a high risk relationship. You love them but you would put them in the system.

2. What brings you JOY Listen for her purpose, hot button. This will help you bring her back when she's down in her business.

3. Tell me about a time when you were successful? This is where you will find out if she's a leader, team player, boss, follower, etc..

4. If money and time weren't an option what DREAM would you like to be living a year from today?

LISTEN- Private school, pay off credit card, new home, etc...

LEADERS GET PAID ON THE MOMENT OF DECISION!!

Don't over complicate new consultants!!
Keep things simple!! New consultants are so teachable and moldable!
Don't teach them everything all at once!!

You want them to make a list of who they know and find out who their first POWER PARTNERS (new team members)

Create wins for new people quickly!

Hey Lisa I'm a new consultant in Mary Kay and I have to invite 10 people that I LOVE MOST to my first Mary Kay party. I would love your opinion and help with my new business.

GIVING THE NEW CONSULTANT A WIN IN THE FIRST 7 DAYS IS HUGE!!

SYSTEMS PRODUCE AVERAGE!!

For example:

GYM Membership-Ready later consultant

Personal Trainer-Ready Now consultant

(IMMEDIATE RESULTS)

This business is 15% skill, 85% GUTS!!

WORK ON POSITION, NOT PRODUCTION!!

Mary Kay pays on POSITION!!

Do you want to make pennies, hundreds, thousands, or MILLIONS??

Here are some great questions that you can ask to coach your consultants to directorship.

1. What's one change lives like to see in your business or life?
2. Goals - three-month/ six-month and yearly goal
3. How will you make that happen?
4. What might stop you?
5. What can you do to eliminate the burden?
6. What support do you need?
7. Family dynamic questions
8. Your willingness on a scale from 1 to 10 to do what it takes to achieve the goals.

Develop a coaching call prep sheet and here are some example questions

1. My greatest win since our last call was?
2. What I wanted to get done but didn't?
3. What is currently going on with my team is...
- 4 The concerns and challenges I'm currently facing are....
5. What I would like to focus on....
6. My commitment before next week call is.....

The role model is the person that you look up to. A mentor is someone who trains, advises, and counsels a coach implements the plan.

Be in it to win it with your coach hat on.

The coach needs to know the game no provision and how to work with them.

Winning is about getting to the top and making it happen. Winning is about impacting people, charting a new course, setting the agenda and condensing all to follow winners follow focus on the goal.

As a coach I need to do my BEST and EXPECT the BEST and ignore the setback.

Winners are not satisfied with status quo they want better and higher and better go and get the job done.

Winners do not break the paradigm for-profit they shatter expectations to move the culture light years ahead.

Coaches Watch the game and know that they are in the game to win. When coaching are you planning to coach the pee-wee team with kids on the field for recreation, or are you building a team for Pro ball?

So how can you be the best coach?

1. As a leader you never stop getting feedback. What are they really hearing and what did you hear?
 - A. Wait and wait
 - B. Why am I talking?
 - C. Why am I still talking?
 - D. When coaching we need to stop directing it. Stop trying to beat it. Become an outstanding listener and outstanding questioning you believe in our God-given talent to get the job done and you asking questions you can't be A tell person. STOP TELLING and START ASKING QUESTIONS.
 - E. Choose Five consultants that you believe can be directors and send them an e-mail.
What are your strongest skills and most valuable leadership gifts?
How do you use it and maximize that skeleton to impact your organization?
2. State the course. Why? Because leadership is the key to success in this business
 - A. Your role is to build up
 - B. You promote leaders and mentor them.
 - C. Using feedback to ensure the message was delivered.
3. Powerful communication skills and amazing vision casting
Your words pour the vision into people. Ask yourself. Do your words inspire? Motivate? Build up? Move the people? Are they on purpose?
4. How do you arrive to the game? When coaching are you planning to coach the peewee team the kids on the field for recreation or you building a team for pro ball?
5. Coaches have principles for winning.

People centeredness

Not the same as a people pleaser. It is not about you. It is about increasing their belief. It is not about what you accomplish. The coach is never on the court when coaching someone .Get out of their way, tell them how and show them how. If you look at their eyes and looking for the emotion behind their words. If they say I hate conference calls you can't see their eyes when you're on a conversation. When you are one on one with someone you can hear her voice and her one word answers.

Never talk business right away, always talk about their lives first ,something friendly and safe when you hear the emotion in her Voice as being safe what are they feeling look for the emotion repeatedly asked why do you feel this way ?

Do you analyze the benefit of each interaction by listening and caring about the person that you're with .You appreciate the opportunity to help them and your goal is to help people be a problem solver get into the results quick and effortlessly.

"A leader...is like a shepherd. He stays behind the flock, letting the most nimble go out ahead, whereupon the others follow, not realizing that all along they are being directed from behind." — Nelson Mandela,

Paradigm breaking

The frames we see the world are important. As leaders we should have a shift periodically. Reinvent yourself! You cannot stay like this you, have to grow. You cannot out lead the leadership when expectation changes. A leader will invest herself to grow into a leader with Purpose.

Prioritization

You have to prioritize your schedule and schedule your priorities. I only do the people stuff. It's all about being with the people face-to-face eyeball to eyeball belly to belly button. My assistant does all paperwork, emails, and all office work.

Perfection

There is NO such thing as PERFECT, however a great leader is STRIVING to be the best leader and seeking perfection in all that we do.

Passion

What is the intensity of your power? This business is foolproof. Nelson Mandela's quote is capable of living "What is your passion? What are you passionate about? The sky is the limit have a passion and speak it into being. Be convicted first you cannot outlive your level of leadership."

Persuasion

Ben Franklin says I forget when you teach me and I remember when you involve me and I learned now we are really moving into what the coach does persuasions more than the Arctic change it requires when you were the big cheese as a coach you were on the sideline about recognizing others realities.

Persistent

Tenacious and bold and never giving up on people. Who was persistent with you?

2. Are we serious about the game? A coach's goal is to win the game. He gets fired up when he's preparing every day to win in this business. Expect them to achieve it.

3. Do they understand what is necessary? If so they may have a vision working for a higher purpose and that pertains to their values they can feel like they are gaining

Five components of higher purpose

1. Inspiration
2. Education
3. Training
4. Coaching
5. Mentoring

My purpose always is who is my next leader?

As a director, who is my next recruit?

As an NSD who is my next first line, next Executive and future NSD.

Who coaches the coach? That's you as NSD'.

Sometimes you can't be objective so you need a coach.

Some of the coaches in my life are:

1. Joanne my senior. She is my Sr. NSD, my friend, my Christian mentor.
2. My husband sees things from a male perspective. He is an amazing visionary and a great business coach.
3. Gloria Mayfield Banks and Pamela Shaw have always been amazing mentors for me. I see Godly women. Women that lead by example and women that I would always ask "what would they do?".

Looking back at what I did to become a director and a strong NSD

1. I made a decision and claimed it.

Every time I've moved to the next level I made a decision

Debut- red

Dir- advance

Advance- top Director/ million

Advance- NSD

How many of you want to be one month normals in DIQ?

Get to 10

Do 30 faces, recruit 5 and get 3 of your team members in to red

What will your unit name be? When will you debut?

Before you do anything great you have to decide!!!

2. Kept my why clear

Mine was security for my future family I would visualize that every time.

3. Worked personally

You will do it with or without the team

5/2 daily

Are you looking for opportunity everywhere?

I believe Blessings are chasing me down.

10 parties a month- book 20 to hold 10

Script- why, compliment, and free.

The reason for my strength was learning that I had to be the one to lead my team.

The key is the bee

First year- DIR

Queen of sharing

Runner up

NSD

4. Your attitude is so important- 99percent attitude, 1 percent skill. I never let people see me drop Husband, family, friends Swan Selling a dream

5. Their spear is so important

You become like the people you surround yourself with.

You're what you read and who you hang around!

10 person list

CDs, books, prayer (pray before everything) Make your life one continuous prayer!!

6. Focus on IPAs

We all have the same amount of time in the day.

It's not about quantity, it's about quality. How are you using your time?

When you have time to do Mary may focus on the things making you income Booking Coaching
Selling Marketing Follow up Guests

7. Discipline

Discipline is crucial for success.

Weekly plan sheet

6 most - how that looks

Start your day fresh

Doing it even when it doesn't feel good.

8. Become Master recruiter

Share with everyone

Never prejudge

The diamond dozen- 7 qualities were looking for Book, sell, book, recruit all in one app be prepared with materials Colored marketing

Agree, DVDs, Invites, Listen for lip gloss forms

9. Become master at overcoming objections Flash cards

10. 3/3/3 a way of life

11. Make the Power Start a way of life

1. Moves product

2. Forces you to have a strategic plan

3. See the people

4. People skills

5. Sense of urgency

6. Routine for team building

7. Cross the line for goals

8 gives people a place to compete

9. Lead by ex

10. Increases persuasion skills

12. Leading my team

Example

Encouragement

Notes, calls, Facebook, taking them to parties

13. Run your own race and to not compare.

It's our job to pass on this amazing opportunity. We have a gift and it's the 50th anniversary. Where will you be this year, HUGE!!

I take this very personally and I want to be my best and help as many women tap into their 100% best.

Decide. Commit. Succeed

10 tips to coach many more consultants to directorship

1. As a coach you want to paint the picture for them of what it means to be a director Walk , talk, do you look put together, poised, does she want what you have. Your job is to make your job look repeatable!

Make mistakes

Have fun

Don't make it look complicated!
Keep things simple
Do you make it look easy?
If you make it look too hard they don't think they can be you

2. As a coach keep the vision in front of them

Vision for your NSD area with still keeping the respect for your NSD
Future area board
10/10
School pics 1st gd- 12th
Fill it with pictures
Always let them see it at the meeting
Who's next
Paint that picture
Buy first line gifts already for how many you want go have- purses

3. A good coach leads by example.

There not afraid of the work.
Are you willing to have 3 events a week?
Do 30 pr more personal faces
Hold 3- 5 personal app a week?
They walk the walk and not just talking the talk

4. A good coach selects the right players

Are you selecting 5-8 to move up in the beginning of the month?
Dacia day idea
I drill them like a coach does

5. A good coach asks the right questions

Call them in the beginning of the month
I've selected you
I could see you as a director and moving up what are your goals for this month?
Where do you see yourself?
How many bookings do you had for the month?
Who are your next hostesses?
Who are your prospects?
Who do you need to follow up with?
What type of activity do you think you need to do get to the next level?

If they're out of town give them a challenge for you to go see them.
Do 30 faces and 3 recruits
Gold medal

Only tell them what to do if they're asking for direction.
Your goal is to empower them and you don't want them co- dependent on you

6. A good coach follows up with their consultants

They need accountability
Folder on each in the beginning of the month
1-3-5-8-10 form- always looking at their next step
Dream sheet- whole month of app so I can keep track and always keep her on her toes
She thinks I'm psychic because she doesn't know I'm writing things down

Con need direction

Dacia day

Work with them in groups but building relationships and guiding them one by one!

Drill them

Booking

Opening and close to class

Marketing skills

7. A good coach follows up with their key people prospects

Sat/ Mon

Mon/ Tues

Thursday/Friday

Most people need layering

Extra touch

Script

Hey____ this is _____, remember I met you last night?

Thank you so much for coming last night and supporting Sarah, I really appreciate you being there. It says a lot about your character that you came. May I ask you a few questions about last night?

1. Did you have a good time?

2. What stood out to you and what did you learn about skincare and glamour?

3. Did you like the product and what products did you get from your consultant? Was there any other product you wanted to know more about?

4. Well I was really impressed with everything I saw about you last night. What impressed you about the opportunity? How would that impact your family situation?

5. Could you see yourself doing this part time to make a little extra money for yourself?

6. What she says right now are MAJIC words

Stop talking

Listen

Time

Money

Husband

Kids

Overcome her objections

7. Well, I would love to have you on our team, is there any reason why we couldn't get you started today?

I will email you an electronic agreement

Go over starter kit details

Remember be the girl next door!

Be natural, not robotic!

Truly care about what she's saying she will know the difference!

Smaller unit

Everyone on Sunday

Over 100

Idea.

A-first day of the month