

Turn this in to your NSD each month for 2 Director Dollars

Name \_\_\_\_\_

Month \_\_\_\_\_

## Director Strategy Checklist

Created by SNSD Pamela Waldrop Shaw  
Simplified a bit by ESSD Amy Kemp  
Proofread by NSD Jeanie Martin

If you want change in your business and different results, you first have to recognize where you SAID there would be change and then, month after month, notice if there is NO CHANGE. Your current way of thinking and working is NOT producing the change you expect, and IF you continue down the same path out of ignorance, pride, or laziness, you will unavoidably begin to experience the negative emotions of discouragement, frustration, misplaced anger and doubt.

So, this is the way I would start a month as a million dollar director. I started this as a \$250K director. Sit down with these questions and REALLY answer them in writing, no matter how painful it first can be.

- SNDS Pamela Waldrop Shaw

### PERSONAL ACTIVITY

\_\_\_\_\_ Have you REALLY established personal activity goals for the Seminar year that I am completely committed to accomplishing? What are they?

\_\_\_\_\_ Did I do It Factor, Elite, It Girl or Holy It personally? Answer this. Deal with this. Reward myself or FIX and schedule this RIGHT NOW!

\_\_\_\_\_ Do you see any patterns over the last 3-6 months with the number of faces and career talks you did or dollars you personally sold and ordered? Do you need to stop and address an area of weakness in your personal skills by listening to some CDs or audios? Going to watch someone who has mastered a skill you are lacking?

\_\_\_\_\_ Look at the number of personal recruits you have brought in over the last 6 months and your personal recruiting percentage. If you want to increase your personal team size, how many career talks are you committed to doing this month so that you hit your goal #?

\_\_\_\_\_ Did your unit hear you talk about your personal classes and hostesses and how you met your new personal team members this month? (There is a fine line between making them feel like you are competing with them, which may shut them down, and learning from you, modeling the work - BUT they MUST see you lead by example!)

\_\_\_\_\_ How am I tracking National Court of Sharing? National Court of Sales? Unit Club? How am I tracking Leadership/ Seminar parties? Where are the tracking sheets? Am I looking at them DAILY?

\_\_\_\_\_ What is on your date book for the next month? Is your Book 10 by the 5th DONE? Big Girl Book 10? Does the number of bookings match the goal you stated above or do you need to add more? Do you have the number of contacts to get the number of bookings needed? What can you do to increase the volume of activity to reduce frustration?

## UNIT ACTIVITY

\_\_\_\_\_ Did I print my UAS sheet and complete the UAS Google Doc by the 8<sup>th</sup> of the month? Where did I get results I had set as goals for the month? Write down exact #'s and exact places. Where did I NOT get results I had set as goals for the month? What am I most disappointed about?

\_\_\_\_\_ What bonus money did I leave on the table?

- \$400+ for 4+ qualified recruits
- New consultants who could have ordered but didn't
- \$100 per personal qualified recruit
- Unit volume bonus (\$5000=\$500, \$10,000=\$1000, \$30,000=\$3000, etc.)
- 13% when 5+ personal team members order \$200+ and my personal order is \$600
- Red Jacket Bonus

Number of Red Jackets	Bonus
3	\$150
\$50 for each additional over 3 reds - no limit	\$50

\_\_\_\_\_ Who are the A+1 NEW recruits I can still qualify for my unit development bonus in this NEW month? Am I speaking with them about listening to the inventory hotlines? Have we gone through inventory options? Financing options? Is this at the TOP of my 6 Most Important Things list early this month?

\_\_\_\_\_ How many new unit recruits came in and WHO brought them in?

*This tells you where you're putting your education and reward and energy. If the recruiters are NEW seniors, you probably have a good system for Shades of Sharing or a reward for "first guests at meetings/events." If recruiters are consultants moving to red jacket, you probably have some special form of recognition for new reds. If it is an on-target car or DIQ, you're talking growth and rewarding leaders, or you have a superstar who will be gone in 3-5 months. Hopefully, you have recruiters from ALL those places. THAT is the goal! Most importantly, YOU NEED TO KNOW IF YOU WANT TO WORK IN REALITY! If NO ONE is recruiting, a gold medal is your only option IF you want to grow and change your current results!*

\_\_\_\_\_ Did you not only PLAN for new unit recruiting, but did you follow up with your expected recruiters? Do you contact them after their skin care classes to ask who they selected for a career talk? Do you have questionnaires for all guests who come to your meetings and events? In other words, are you INSPECTING what you EXPECT? Are you prepared (systems and time) to create this as a NEW HABIT?

\_\_\_\_\_ Do you have a system for knowing when your consultants are having skin care classes?

\_\_\_\_\_ Were your unit meetings or events you are doing in different geographic areas conducive to consultants bringing guests?

At your meetings, do you sell product for your consultants?

Book new skin care classes for them?

Present the marketing plan? CLOSE recruits at the meeting?

How would attending consultants answer this?

\_\_\_\_\_ Do you know how many women you were in front of last month?

\_\_\_\_\_ Guests at personal skin care classes?

\_\_\_\_\_ Business debuts you did?

\_\_\_\_\_ Specialty events?

\_\_\_\_\_ Unit meetings?

\_\_\_\_\_ How many of these women did you actually ask for a recruiting decision?

\_\_\_\_\_ Did you follow up on every possible recruit for yourself and your unit?

\_\_\_\_\_ Do you have these prospects' names and numbers in one CLEAR place?

\_\_\_\_\_ If not and you don't know how to recall or FIND these people, will you STOP NOW and create a system that works for you so this doesn't happen another month?

\_\_\_\_\_ How many It Factor winners did you have in your unit?

\_\_\_\_\_ Elite?

\_\_\_\_\_ It Girl?

\_\_\_\_\_ Holy It?

\_\_\_\_\_ If few, do you talk about it at every meeting? Recognize it at every meeting?

\_\_\_\_\_ Do you talk about it with consultants individually?

\_\_\_\_\_ Where is it recognized?

\_\_\_\_\_ What is the reward for finishing these levels?

\_\_\_\_\_ How do you communicate that reward? How many times do you communicate about the reward?

\_\_\_\_\_ Did you do it yourself?

\_\_\_\_\_ If not many did it in your unit, how can you include more people into the circle of activity?

\_\_\_\_\_ How many new senior consultants?

\_\_\_\_\_ Red Jackets?

\_\_\_\_\_ Team Leaders?

\_\_\_\_\_ O/T Car Drivers?

\_\_\_\_\_ DIQs?

Who in your unit could move up to each of these career path levels this next month?

What communication do you have planned to hold them accountable and to inspire them to want a promotion THIS MONTH? How are you recognizing those who move up the career path?

Is this recognition something those consultants long for and cannot wait to experience?

Revised June 2015

Do you know what it will take to BEAT YOUR BEST from the same time last year?

\_\_\_\_\_ Production?

\_\_\_\_\_ Unit Size?

\_\_\_\_\_ New Members?

\_\_\_\_\_ Unit recruiting?

\_\_\_\_\_ Personal recruiting?

\_\_\_\_\_ Were you conscious about adding 10+ NEW CONSULTANTS this month? (minimum goal=grow by 3)

\_\_\_\_\_ Did you press through to MAKE THIS HAPPEN or did you give in with a sigh?

\_\_\_\_\_ Did you even think about it regularly?

\_\_\_\_\_ Were you aware of what your # of T's going off was?

\_\_\_\_\_ Did you know what # of new it would take to grow your unit size by 1, 3, 5, 10 or more?

How much of your total monthly wholesale production came from NEW?

How much of your total monthly production came from on-target teams including their new?

*It's important to look at NEW production & NEW associated with their teams. You need to evaluate BOTH!*

Are you looking at the productivity of your BASE and your PERSONAL team separate from your on-target teams? Are you creating new growth as they work to debut?

*Remember that the goal is to debut them out! If you keep a performer in your unit too long, you lose her because she loses confidence and never makes the progress she expects to make. She'll go do something else where she feels like a winner!*

## NEW DIRECTORS

**On the Write Track** for \$1000 bonus & free Leadership/Seminar registration: 3 personal qualified and \$15,000 wholesale total for 90 days

Are you committed to it? Are you ON THE DATE BOOK to repeat DIQ performance to nail this for \$1000?

**Fabulous 50s** for \$1000 bonus & free Leadership/Seminar registration: 50 Non-T consultants in your unit 6 months after debut

What month are you on? How many new PER MONTH do you need to hit 50, taking into account "T's"?

**Honor Society** for \$1000 bonus & free Leadership/Seminar registration: \$60,000 wholesale & build to 50 unit members in first 12 months

What month are you on?

How are you doing on unit size growth?

Production?

**Senior Directors, follow up and COACH THIS! New Directors, TAKE CHARGE!!!**

## SET UP YOUR NEW MONTH

\_\_\_\_\_ Do you have new tracking sheets for the new month printed and in a place where you are looking at them daily? (It Factor, 15 Day Plan, Bubble Sheets, etc.)

\_\_\_\_\_ Is your Big Girl Book 10 by the 5th DONE? Book 10 by the 5th? If half of the appointments you have booked hold, will you have enough activity left to hit your personal activity goals for the month? Do you have booking hours scheduled NOW to help you get these appointments booked?

\_\_\_\_\_ Do you need to schedule some networking into your datebook along with appointments where you can meet new people? Do you need to buy some bridal leads? Work through your current customers to find leads? Do you have sufficient leads on your contact list that will result in the bookings you need to reach your goals?

\_\_\_\_\_ Is your personal Recruiting Layering Sheet up to date? Do you have next steps in mind for each person on the sheet? Do you need to remove some names and add new ones? How can you get these people back close to product this month, where most people recruit?

\_\_\_\_\_ Print your Unit Production Detail Report from Intouch or your Parent Unit Report from DOM. Cover up names and look for ordering patterns. Are you working with consultants to get them to finish a consistency program? How is your communication and tracking of this program? Are there rewards if they order consistently? How do you remind them of the rewards? Is booking an issue if ordering is sporadic?

\_\_\_\_\_ Project a wholesale order for each unit member. What amount and WHY would they order this month? This is NOT a guess. Use past ordering history to guide you.  
What is your projected BASE production total?

\_\_\_\_\_ Who was going to place an order last month? Who fell through at the last minute? Don't drop this! She already feels like a failure! Get her in MOTION, on the datebook and continue to work with financing options.

\_\_\_\_\_ Who are your key people? What are you basing this on? Do they know you are working with them to move them up the career path or to an It Factor level? How do they know? How are you tracking it?  
*(Shari's definition of "key people" = completed an It Factor level last month, hit Book 10 for this month, or new people!)*

\_\_\_\_\_ Do you have a goal for how many consultants will hit their Book 10 by the 5th? How are you communicating this goal frequently over the next few days? Can you help anyone get to 10 who might not be tracking it now (especially new)? How many do your key people have booked right now?

\_\_\_\_\_ Who can move up the career path this month? To what position? Do you know her goals?  
Great to have 10 written goals from everyone at the first unit meeting of the new month so you can follow up and be sure their activity matches the results they want! Is she on the date book?

\_\_\_\_\_ Who is NEW and can still get active or qualified? Who are your new who need to place 2nd or 3rd orders and start or cement It Factor as standard activity?

\_\_\_\_\_ Are your NEW plugged into new consultant training? What reminder systems are in place? Where is

each new consultant on earning her pearls? Do you need to contact anyone about finishing those first career talks? Are they completing new consultant training homework? Turning in coupons? Don't let anyone fall through the cracks!

\_\_\_\_\_ Estimate NEW RECRUIT PRODUCTION that will be added to your base. Use projected number of new recruits and your current initial order average to figure this number.

\_\_\_\_\_ What is the unit wholesale projection you have now: your base + new production? What needs to shift in terms of scheduling or adding activity to meeting growth and production goals you have set for your unit?

What communication is set up to track this activity and goal?

What is its frequency? Is it timed and delegated?

Email?

Voxer?

Facebook?

Mail?

Phone?

Text?

## MONTH-END WRAP UP

\_\_\_\_\_ Have you written notes of appreciation and congratulations to unit members for their performance, effort, persistence and results?

\_\_\_\_\_ Have you recognized them via email? Facebook? Voxer?

\_\_\_\_\_ Does your unit know where you finished on all of the benchmark goals you set for the month? Wholesale? New recruits? Stars? # of Qualified? New reds? New on-targets? DIQS? Attendees for events? PCP sign up? Are you updating with results?

\_\_\_\_\_ Take time to evaluate your office and home help.

Do you have systems to tweak?

Do you have adequate child care?

What can you tighten up in your office to make it more efficient?

How are you doing on your time management?

How are you doing on the Sunday night dump list?

How do you do with the daily 6 most important things list?

How do you do with your daily affirmations?

How do you do with daily CD, podcast listening?

Do you need to join the 5:00 club for a few months?

What is taking up time that you could release, say no to or delegate?

\_\_\_\_\_ After enduring 4 pages of detailed interrogation, is there any reason why you wouldn't want to send a copy to your National and earn Director Dollars?

## **CLOSE OF THE MONTH** Crossover Week is a time to finish and a time to set up.

### 3-4 Days Before Month-End

\_\_\_\_\_ Do you have four or more qualified for minimum \$400 bonus? FIND THEM.

\_\_\_\_\_ Have you reached your unit size increase goal? How many T's do you need to activate, or how many new consultants need to join to hit this number?

\_\_\_\_\_ How close are you to the next \$1000 bonus level? STRETCH! NEVER hold back production!

\_\_\_\_\_ Do you and your team leaders have a minimum of 5 team members ordering \$200 plus your \$600 wholesale for a 13% check? Do all of your offspring directors have this done as well?

\_\_\_\_\_ Where are your key people on It Factor goals?

Do you know how many faces, career talks, wholesale and how many new team members each has?

Don't assume they know how to finish this! Dig in and ask if they know how to get to 15 or 30 faces or how to finish career talks before month-end.

\_\_\_\_\_ Who has good team production but only has 3-4 team members? Can you get her on-target for a car or into DIQ? To a 13% check? THESE ARE THE PEOPLE TO STRETCH! Keep the urgency flowing, so they don't get stuck!

\_\_\_\_\_ Has your personal team grown to a new benchmark on your way to 40+? What kind of urgency do you have to accomplish this?

\_\_\_\_\_ Do your I3's have team members? They will lose their recruiting commission check if they don't order \$200 wholesale. Does a DELEGATED call need to be placed to those with recruits?

*You can find this is on DOM. Go to Parent Unit Section. Click on "Third Non-Ordering Month." If these consultants have team members and do not order, they will not get paid.*

\_\_\_\_\_ Do you have "T" unit members who have team members? They will *lose their team members* if they don't order \$200 wholesale. Does a DELEGATED call need to be placed to those with recruits?

*Easiest way to find this is on DOM. Go to Parent Unit Section. Click on "Termination Month."*

\_\_\_\_\_ Is DELEGATED help calling anyone who is on target for consistency club who hasn't ordered yet?

\_\_\_\_\_ As a senior director, are you aware that your BEST TIER commission is contingent on your unit wholesale? Are you on it?

\_\_\_\_\_ How will you close out the month?

Will you stop 24 hours early?

Will you throw your hands up by the 25th?

Will you plan a weekend get-away for the 29th?

Or, will you schedule yourself and your attitude to WORK TO THE LAST MINUTE?

THIS is where exhilarating wins show up!

Starting July 1, 2015



# Director Check Calculator

Projected Unit Wholesale Production:  Projected Pay:   
 Actual Unit Wholesale Production:

**Unit Wholesale**  
 Over \$4500 = 13%  
 Total for month  
 x .13

**Unit Volume**  
 Over \$5000 = \$500  
 + \$100 per \$1000

**Unit Development**  
 Qualified New Unit  
 Members  
 \$400 Bonus with 4 New  
 Qualified Unit Members  
 Then an additional \$100 per  
 Qualified up to 10 Qualified/mo

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Unit Development Bonus:

**Personal Team**  
 4, 9 or 13%  
 Total Team =   
 x .13 =

**Personal Team Development**  
 Unlimited \$100 bonus per new  
 Personal Qualified New  
 # new x \$100 =

**Red Bonus**  
 \*\$50 per Active Red once a Qtr unlimited\*  
 Starts July 1  
 Oct bonus based on # of Red as of Sept 30  
 Jan bonus based on # of Reds as of Dec 31  
 Apr bonus based on # of Reds as of Mar 31  
 Must have a minimum of 3 Active  
 Red Jackets to receive the bonus  
 Red Bonus:

**Car Cash**  
 Only if opting for Cash

Car	Compensation
Pontiac	\$375
Saturn	\$500
Cadillac	\$900

**Wellness Bonus**  
 Based on wholesale for calendar  
 year and paid in January Check

Total Annual Wholesale Production	Bonus
\$60,000 - \$124,999	\$800
\$125,000 - \$186,999	\$1300
\$187,000 and above	\$2000

**TOTAL!**  
 Total all the boxes for paycheck

**Offspring Directors**  
 Total Wholesale =

PERSONAL UNIT MONTHLY WHOLESALE	NUMBER OF OFFSPRING UNITS	%
\$4,000 to \$11,999	One to Three	4.0%
	Four to Six	4.5%
	Seven or more	5.0%
\$12,000 or more	One to Three	5.0%
	Four to Six	5.5%
	Seven or more	6.0%

x correct % =