

# So, You Want to Be a Director?

## Benchmark for Success as a Sales Director in the LaMarr National Area

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Are you considering Directorship? Are you excited about the benefits and quality of life available to you and your family as a Mary Kay Sales Director, but perhaps unsure of what it takes to get there? Or maybe your asking yourself if you're ready or qualified for Directorship? As a Sales Director, you become a leader who is mentoring other women to achieve their own success in the business. In reality, you are a master consultant who is teaching other women to do the same things you have done. You're passing along your experiences and helping them grow with you. Mary Kay Ash felt very strongly about this position. She said, "There are three ways to lead: By example, by example, by example!" As your National Sales Director, I am always looking for dynamic women in our Area who want more, need more, and are willing to do the work. The LaMarr Area Benchmark was designed to give you a guideline of areas to focus on in order to help you build strength in your business if you desire to become a Sales Director.

### LaMarr Area Benchmark

1. Attends Unit Meetings regularly
2. Supports Sales Director
3. Achieves Star Consultant Status at least 2 Quarters
4. On-Target Car Driver
5. Earns a Team-Building Medal
6. Achieves a Perfect 10
7. Loyal to Company
8. Attends Company Events



If you have achieved at least half of the items listed above, you can feel confident that you are building strength in your business and setting yourself up for success! If you're not quite there yet, I hope you will treat this list as a suggested guideline of areas to strengthen as you pursue leadership within our company.

Your Sales Director and I are both here to mentor and encourage you as you grow, so please feel free to ask her for clarification or support on any of the Benchmark items. I look forward to working with you as a Future Director in the LaMarr Area!

*"You cannot teach what you do not know; you cannot lead where you do not go."*

Mary Kay Ash