GLOSSARY
of terms & abbreviations



Adoptee	IBC whose Sales Director lives outside her local area and who connects with another nearby Sales Director for local meetings, events, training, and support
Area	Larger group made up of multiple units, led by a National Sales Director (NSD)
Booking	Appointment scheduled with a potential or existing customer for a party, skincare class, color appointment, facial, sharing appointment, etc.
Career Conference	Yearly training & motivational conference hosted by the company in the spring; available in cities across the country for all IBCs.
Commission	Personal Team Commission - the money you are eligible to earn as a percentage of your personal team sales volume when the requirements are met; percentage depends on career level Unit Commission - money earned by a Sales Director as a percentage of the unit's sales volume
Consultant Status (New, Active, Inactive, Terminated)	New - Has submitted an IBC Agreement but has not yet placed qualifying active order(s). (N1, N2, N3) Active - IBC is active with personal retail sales of $450 in one month and will remain active for two months following any month with qualifying active order(s). (A1, A2, A3) Inactive - Last active order(s) was more than two months ago; IBC must place a qualifying active order(s), individual or cumulative $450 retail in one month, to earn personal team commissions and bonuses; IBC can accumulate to active status with the goal of $450 retail. (I1, I2, I3) Terminated - Has not placed qualifying active order(s) in six months; IBC will lose personal team at the end of the month if active status is not achieved within the month. (T1-T6) T6 - Last month of Terminated status; must place qualifying active order(s) by the end of the month to maintain an Independent Beauty Consultant Agreement with current Consultant number.
Customer Delivery Service (CDS)	IBCs can order products from InTouch and have them shipped directly to customers
Director	Leads and trains a group of IBCs (Unit); eligible for career car and bonuses
Director in Qualification (DIQ)	DIQ Comittment Form submitted and accepted by the Company; 8+ active team members with intent to complete qualifications in 1-4 months to become a Sales Director
Earned Discount Privlege	Active IBCs are eligible to receive a 50% wholesale discount on Section 1 products
Emeritus (NSDE)	A National Sales Director who has retired is a National Sales Director Emeritus

GLOSSARY cont.

Facial/Double Facial	Appointment with 1 person/2 people to try skin care
Follow up	Reconnecting with customers after an interaction or order to provide continued service, answer questions, check on product satisfaction; make contact with a lead or referral to schedule an appointment, ask opinion, or answer questions
Gift with Purchase (GWP)	A free or reduced-price product, sample, or gift an IBC offers when a customer orders a certain amount of retail products; ie. Get a pair of fuzzy socks for free when you purchase a Mint Bliss Lotion
Hostess	Individual who invites people to attend a party held by an IBC or encourages others to order from the IBC's My Shop
Independent Beauty Consultant (IBC)	Agreement is received and accepted by the Company as an independent contractor
Income Producing Activity (IPA)	Activites that lead to income, like a facial or team building appointment
InTouch	Mary Kay InTouch is the Consultant website where IBCs place personal inventory orders, ship customer CDS orders, and find resources and communications from the Company. (https://mk.marykayintouch.com/s/)
Inventory Order	Wholesale order placed by an IBC to stock products in personal inventory; allows IBC to fulfill customer orders immediately through personal delivery rather than waiting for products to be delivered from the Company
Lead	Warm lead - someone you know/met personally who you want to introduce to Mary Kay products or the opportunity Cold lead - someone whose contact information you have but have not met personally who you want to introduce to Mary Kay products or the opportunity
Look Book	Mary Kay quarterly catalog with regular, limited-edition, and special-edition products (Winter, Spring, Summer, Fall/Holiday)
myCustomers	Tool on InTouch that helps IBCs organize and manage customer information and orders
My Shop	IBC's personal website and digital storefront
National Sales Director (NSD)	Leads a large group of Directors and Consultants; eligible to earn the use of a Pink Cadillac Escalade career car, bonuses, and Family Security Plan
Offspring	Independent Sales Director who has completed DIQ and debuted from your personal Sales Director unit
Party	Virtual or in-person gathering of 3+ customers (or potential customers) to learn about and/or try products
Personal Retail Sales (Volume)	Retail value of Section 1 products received from My Shop, CDS, and personal inventory orders; PRS volume is used to determine qualification for various rewards

GLOSSARY cont.

Preferred Customer Program (PCP)	Customer enrollment program that allows IBCs to enroll their customers to receive a catalog with sample by mail once each quarter
Qualified Consultant	IBC who has personal retail sales of $600 or more in wholesale Section 1 products within the Great Start time frame (the month your Agreement is received and accepted by the Company plus the following three calendar months)
Recruiter	IBC who shares the Mary Kay business opportunity and builds her team by adding new personal team members
Red	IBC that has 3+ active personal team members (Also known as a Unit VIP in our GLOW Unit!)
Retail (SRP)	The suggested retail price a customer would pay for a retail-sized product
Section 1	Retail-sized products; count toward your active status
Section 2	No retail value - sales aids, catalogs, etc; do NOT count toward your active status
Seminar	Mary Kay's annual national event in the summer that brings IBCs, Sales Directors, and NSDs together for recognition, education, inspiration, and awards
Seminar Divisions	The sales force is grouped into 3 different Seminar Divisions: Sapphire, Emerald, and Diamond
Star Consultant (Star)	IBCs who reach a minimum personal retail sales in wholesale Section 1 products during the Star Consultant quarter timeframe (Sapphire min. $1800 , Ruby min. $2400, Diamond min. $3000, Emerald min. $3600, Pearl min. $4800)
Team Building Appointment	A conversation to share details with someone who may be interested in becoming an IBC about the business opportunity
Team Member	IBCs with whom you have personally shared the Mary Kay opportunity whose IBC Agreements have been received and accepted by the Company
Tiered Discount	2 discounts available: 50% discount for active IBCs; 30% discount for new, inactive, or T IBCs on all CDS and My Shop orders and on all personal inventory orders totaling $100-$449 retail; personal inventory orders under $100 will not receive a discount for inactive IBCs
Unit	Group of IBCs led by a Sales Director
Unit VIP	IBC that has 3+ active personal team members. Unit Vips receive additional perks, gifts & information before it's available to the rest of our GLOW Unit.
Weekly Accomplishment Sheet (WAS)	Spreadsheet used to track weekly sales, other financial info, and appointments; located in Business Tools on InTouch
Weekly Plan Sheet (WPS)	Tool used to plan both business and personal time; located in Business Tools on InTouch
Wholesale (WS)	Amount an IBC pays the Company for Section 1 or Section 2 products