

# Consultant Leadership Profile

1 – Always, 2 – Usually, 3 – Occasionally, 4 – Seldom or Never

1 2 3 4

## A GOOD LEADER:

### **SELLS THE PRODUCT WITH CONFIDENCE**

Sets a good example for her team by consistently holding skin care classes and collection previews

Is confident in her booking and coaching skills

Knows how to open and close a sale

Uses the four point recruiting plan at each class and collection preview

Is a consistent Star Consultant, ordering and selling every month

Has a strong customer base

### **CONDUCTS AND CLOSES TEAM-BUILDING INTERVIEWS**

Schedules, conducts and closes her own team-building interviews without assistance

Conducts team-building interviews for her team members

### **EDUCATES HER TEAM MEMBERS**

Takes team members to selling appointments to “learn while she earns”

Encourages team members to attend unit meetings and other educational sessions

Challenges team members to complete a Perfect Start or Power Start

Attends New Consultant Orientation with team members to show support and to learn how to conduct her own orientation sessions

Explains inventory options and effectively helps new team members place their initial orders

Helps team members fill out their first Weekly Plan Sheet and Weekly Accomplishment Sheet and teaches them the 60/40 plan of reinvesting in inventory

Explains the Company’s promotions, unit promotions and ways new team members can be recognized in the unit

Conducts brief team meetings either before or after a unit meeting to build esprit de corp

### **COMMUNICATES WITH TEAM MEMBERS**

Listens effectively to understand team’s strengths, weaknesses, fears and goals

Encourages and inspires team members both verbally and in written communication

Knows how to sell the dream

Makes team members feel special with birthday cards, praise, encouragement and notes

Keeps a professional distance, remembering not to complain or share problems

Maintains confidentiality on sensitive issues

### **RECOGNIZES TEAM MEMBERS**

Is specific in recognition, letting team members know why they are being recognized

Uses own recognition time at unit meetings to recognize her own team members

Knows the art of third-party recognition (bragging about team members to others so the word gets back to them)

Encourages team members to stretch for even higher goals

### **ASSUMES RESPONSIBILITY**

Asks for more responsibilities at unit meetings and at New Consultant Orientation

Observes the right way to do things and incorporates them into her own presentations

Is comfortable conducting the entire unit meeting or Orientation session

### **FOLLOWS UP**

Follows up with her own guests

Follows up on challenges issued to her team members

Follows up with team members after milestones in their careers (i.e. their first skin care class, orientation, etc.)

Follows up with customers and potential team members

### **SETS A POSITIVE EXAMPLE**

Attends unit events and Company functions
Supports her Independent Sales Director, her NSD and the Company
Embraces Mary Kay philosophies
Appears professional
<b>PERSONAL CHARACTERISTICS</b>
Has initiative and the ability to inspire others
Is ethical and truthful
Is enthusiastic and displays a positive attitude at all times
Is a team player
Has a strong sense of focus
Is persistent
Is flexible and adapts well to change
Is dependable and a woman of her word
Is self-confident
Is sincere
Has vision and strategy
Has a good work ethic
Is empathetic
Is courageous
Accepts constructive criticism