

Sales Incentive Program

Mary Kay

Company Background

Mary Kay Inc., founded in 1963, is one of the largest direct sellers of skincare and color cosmetics in the world. The company's sales force exceeds 1.5 million Mary Kay Independent Beauty Consultants in more than 30 markets worldwide. The Mary Kay product line includes more than 200 premium products in six categories: facial skincare, color cosmetics, nail care, body care, sun protection and fragrances.



Challenge

Executives and sales managers at Mary Kay wanted to increase the number of quality participants in the company's Star Consultant program, because many of the same consultants were winning every quarter. They wanted more consultants to enjoy the feeling of accomplishment that would come from doing well and being recognized for their efforts. Ultimately, the company believed recognition of more consultants could lead to a higher level of loyalty and even greater sales.

The company realized that the eight performance and reward levels previously established were not flexible enough to allow wide participation. The reward values ranged from \$20 to \$350; however, the choices at each level were fixed—there were no opportunities for consultants to choose rewards that were meaningful to them. If a consultant personally liked the reward offered, they would feel motivated to work toward it. If the standard gift was not appealing to another consultant, the motivation was lost.

Solution

Mary Kay turned to GiftCertificates.com™ to offer a reward program that delivered more flexibility to fit rewards to personal preferences of the consultants. The program included a greater number of rewards to choose from in the generous list of merchants available through the SuperCertificate® REWARD.

Results

Two years after offering the GiftCertificates.com SuperCertificate® REWARD as a part of its Star Consultant sales incentive program, Mary Kay noted that the reward had become highly valued by the company's independent sales force and was being chosen by a large number of consultants as a reward.

From the Source

"We are thrilled with the success to date of our Star Consultant program. Our Independent Beauty Consultants appreciate the level of choice and flexibility that the SuperCertificate® REWARD provides. Additionally, GiftCertificates.com provides us with timely and personal customer service support, which is an essential component of anything we do for our independent sales force members."

Tami Merica
Product Manager
Mary Kay Inc.

Program Results

Two years after offering the GiftCertificates.com SuperCertificate® REWARD as a part of its Star Consultant sales incentive program, Mary Kay noted:

- The SuperCertificate® REWARD is highly valued by the company's independent sales force. It is selected by about 70% of eligible participants when offered as a prize against merchandise with a similar monetary value.
- Due to the success of the Star Consultant program, Mary Kay expanded its partnership with GiftCertificates.com to include implementation and management of the company's Employee Service Awards program. Mary Kay has about 3,600 employees across the globe.