

NEW *TimeWise*[®] *Miracle Set*[®]

ACTION PLAN FOR INDEPENDENT BEAUTY CONSULTANTS

MARY KAY



GET READY FOR ANOTHER MARY KAY MIRACLE!

Mary Kay is so excited to introduce the **NEW *TimeWise*[®] *Miracle Set*[®]** later this fall! This three-step regimen helps reinforce skin's ability to look its best longer, and it features our patented *TimeWise 3D*[®] Complex in every product! This reimaged regimen is sure to be a customer favorite in your product portfolio. And the launch of these amazing new products offers you a great opportunity to reach out to past, present and potential customers and hostesses.

This Action Plan offers **practical tips and suggestions** that can help you maximize your sales as you transition from the current *TimeWise Miracle Set 3D*[®] to the new products. It can also help you provide your customers with the best experience as they transition to the new products as well.

START TO STRATEGIZE.

Familiarize yourself with the new or updated educational and marketing support materials created by the Company.

- 🔗 **Go to the NEW *TimeWise*[®] *Miracle Set*[®] webpage on *Mary Kay InTouch*[®] to access resources** such as videos, FAQs, Product Fact Sheets and more.

Evaluate your current inventory of *TimeWise Miracle Set 3D*[®].

- 🔗 **Create a strategy for selling through your current inventory of *TimeWise Miracle Set 3D*[®] and fulfilling reorders** until the launch of the new *TimeWise*[®] *Miracle Set*[®]. You may want to reach out to your Independent Sales Director for help in creating your strategy. As you sell through your current inventory, **consider setting aside some profits for reinvesting** in the new products when they launch.
- 🔗 **The current *TimeWise Miracle Set 3D*[®] is a wonderful product, and you should continue to feel great about selling it to your customers.** It's not uncommon for products to be evaluated and improved over time, so you can feel confident in selling the current product and then transitioning your customers to the new product when appropriate.

Plan how you will let your customers know about the NEW *TimeWise*[®] *Miracle Set*[®].

- 🔗 The launch of the NEW *TimeWise*[®] *Miracle Set*[®] presents a great opportunity for you to reach out to past, present and potential customers and hostesses. **Review your customer base** and consider grouping them into different categories:
For example:
 - Customers who **are not currently using a skin care regimen.**
 - Customers who **love the current *TimeWise Miracle Set 3D*[®] and will transition** to the NEW *TimeWise*[®] *Miracle Set*[®].
 - Customers who **do not use the current *TimeWise Miracle Set 3D*[®]** and who are ready for products that address the early signs of aging.

(Note: You can come up with any grouping that makes sense to you and that will make it easier for you to manage.)

START TO STRATEGIZE. (cont.)

- 🌀 **Come up with a strategy for approaching each group of customers** based on whether or not they use the current *TimeWise Miracle Set 3D®*.
 - Book a one-on-one appointment or party with everyone.
 - Tailor your message to them, and offer incentives and/or promotions considering their needs.
 - Consider offering a discount on the current *TimeWise Miracle Set 3D®* as it gets closer to the launch of the new products.

Reach out to your Independent Sales Director.

- 🌀 Your Independent Sales Director is also a great resource. **Attend your weekly unit meetings** to connect with her and other unit members. **Ask any questions you may have** about the launch of the new products.
- 🌀 Your Independent Sales Director may also have great tips and strategies to share with you on how to sell through your current inventory of *TimeWise Miracle Set 3D®* and how you can help your customers transition to the NEW *TimeWise® Miracle Set®* when it launches. So **be ready and open to ideas**.

CONTINUE TO IMPLEMENT THE STRATEGY.

Continue to implement the strategy that you came up with earlier.

- 🌀 **Continue to sell through your current inventory and fulfill reorders of *TimeWise Miracle Set 3D®*** until the launch of the new products.
- 🌀 **Continue to attend your unit meetings and ask questions** as they come up regarding the NEW *TimeWise® Miracle Set®*.

Continue to educate yourself about the NEW *TimeWise® Miracle Set®*.

- 🌀 **Revisit the NEW *TimeWise® Miracle Set®* webpage** on *Mary Kay InTouch®*, and **review any new education and marketing support materials** that the Company may have added since you last visited the webpage.
 - 🌀 **Review and identify which of your selling/party materials (printed or digital) you use with customers that you will need to replace** with updated materials that feature the NEW *TimeWise® Miracle Set®*, such as the Flip Chart pages, the *Beauty Book* and the closing set sheets.
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CONTINUE TO IMPLEMENT THE STRATEGY. (cont.)

Start prebooking your parties.

- 🔗 **Revisit the customer categories you created earlier, and start prebooking them** for parties. **Use the well-thought-out strategy that you came up with** to approach each customer group for maximum effectiveness.
 - You can filter orders by product on the *myCustomers+™* App to find out who uses the products. Then you could offer your customers a sale to stock up on the current sets before they phase out.
 - Don't worry if some of your customers are nervous about changing to the NEW *TimeWise® Miracle Set®* and want to continue to use the current products as long as possible. That can help you move through the inventory you have left while you are educating them on the benefits of the new line.
 - Continue selling through your current inventory and fulfilling reorders until the launch of the new products.

STAY IN THE KNOW.

- 🔗 **Stay connected to the Company communication channels for more information** about the exciting NEW *TimeWise® Miracle Set®* launch.

(Note: It is OK to still have inventory of the current TimeWise Miracle Set 3D® when the new products launch, as there will be a period of transition.)

For more information, strategies and tips to help with the launch of the NEW *TimeWise® Miracle Set®*, please check the NEW *TimeWise® Miracle Set®* webpage on *Mary Kay InTouch®*.



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