

New Product Transition Action Plan

INDEPENDENT BEAUTY CONSULTANTS

This action plan offers tips and suggestions that can help you with the transition of a new product launch. Please note that each product launch is unique, and you should adjust accordingly, but the basics never change.

1

EVALUATE YOUR INVENTORY.

- Think about selling through your current inventory.
- As you sell through your current inventory, consider putting profits aside for re-investing when the new product launches.

2

BE SURE TO LOG IN TO *MARYKAYINTOUCH*[®] AND FAMILIARIZE YOURSELF WITH THE RESOURCES PROVIDED BY THE COMPANY.

- Conversion chart, Product Fact Sheets and more.

3

YOUR INDEPENDENT SALES DIRECTOR IS ANOTHER GREAT RESOURCE.

- Attending your weekly unit meeting could be very beneficial to your success, especially during a new product launch, as it serves as a platform for you to ask additional questions.

4

HELP YOUR CUSTOMERS TRANSITION THROUGH THE CHANGE.

- Plan how you will let your customers know about a new product launch.
- You could offer your customers a sale to stock up on their favorite products before they phase out. You can filter Orders on the *myCustomers+*[™] App by product to find out who uses a specific product.
- Don't panic if some of your clients are nervous about changing their favorite product and want to continue to use their current shade or product as long as possible. That will help you move through the inventory you have left.

5

NEW PRODUCT LAUNCHES ARE GREAT OPPORTUNITIES TO REACH OUT TO EXISTING AND POTENTIAL NEW CUSTOMERS.

- Even if they didn't use the product before, they may be interested in trying the new product because of formula, or shade changes.
- In addition, other circumstances that may have changed.

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In today's fast-changing, highly competitive world, standing still is the same thing as moving backward. If you don't go forward, others will zoom right past you.

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-Mary Kay