

MARY KAY

The Six Most Important Tips for Price Changes

Here are some tips and sample dialogues to help you manage and navigate through price changes in your Mary Kay business – both now and in the future. If you have team members, you can also use these suggestions to help coach them to continue selling successfully.



1 Understand the why behind the price changes. Consider making a list of reasons to help you confidently communicate these changes to your customers. Go to *Mary Kay InTouch*[®] to review the **Price Changes FAQs** for more detailed information.



2 Download the Price Changes List on *Mary Kay InTouch*[®] to familiarize yourself with the changes.



3 Refresh all of your business materials – such as place mats, the *Beauty Book*, *Great Start* brochures, etc. – with updated versions. Additionally, printed versions of updated business materials will be available to order through Section 2 on the same day the price changes go into effect. Digital versions will also be available to download on *Mary Kay InTouch*[®].



4 Reach out for expert advice! Your Independent Sales Director has likely experienced price changes before and can share some helpful guidance.



5 Continue to provide Golden Rule customer service. Your customers rely on you as their trusted Independent Beauty Consultant.



6 Consider using these suggested dialogues with your customers:

When they place an order for their favorite Mary Kay[®] products:

Customer: *Hi, I'd like to place an order for my usual Mary Kay[®] products, please.*

Independent Beauty Consultant: *Great! I'd be happy to fulfill that order for you. Please know that there has been a price change for some of the products in your order. So your total will now be ____.*

Customer: *Oh, why the price change?*

Independent Beauty Consultant: [You can start by sharing general price change information found in the FAQs.] *I know how much you value the quality and performance of Mary Kay[®] products. For Mary Kay to continue to offer the highest quality products and ingredients, price changes need to happen from time to time. The good news is I can always help you earn your products for free or at a discount with my hostess program. [You can end by promoting your hostess program.]*

If they have price objections:

Customer: *Mary Kay[®] products are too expensive. I can't afford them.*

Independent Beauty Consultant: *I totally understand and can help you stay within your budget. If you tell me what products you really want, I can help you earn those products for free or at a discount. All you have to do is invite a few of your friends to a skin care party – we can do it in person or virtually, whatever is more preferable to you. How does that sound? Can you think of a few people who may be interested in a little pampering?*