

## 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. 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 your business materials with updated versions.** Digital business materials will also be available to download on *Mary Kay InTouch*® on the same day the price changes go into effect. Plus, make sure your customers get the Spring 2022 Look Book to have access to all updated pricing.
- 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 favourite *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 fulfil 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?*