



Special
Edition

IDB Mag Rio Conference

26 – 30th September 2022

kobold thermomix

From Rio With ROAR

A Welcome from Simone

Dear Distributor Partner,

We are back from Rio full of energy, inspiration, and ideas. We had time to share, work and have fun! Now it is time for you to set up your vision and to see where your ambition will take you. With discipline and courage you can build up the next step in your organization to keep succeeding and growing.

But the most important question is about your mindset: Have you become a lion? Have you started to use a lion's approach in your daily business and personal life?

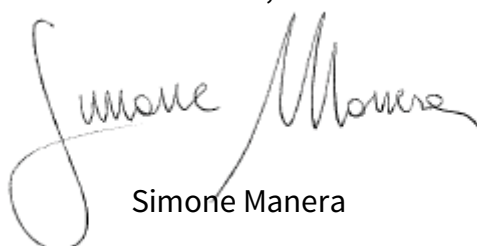
I believe all of us are on the right journey to develop this new approach and this mentality. And if you are a lion, you ROAR!

But ROAR is more than just a mindset: In our language it also means you practice direct sales fundamentals. That sounds promising – for a bright future, and for facing new challenges we have ahead of us.

And if you want to refresh the lion's approach, you can find the video in the following address: youtube.com/watch?v=ZY0H_2y6Uls

Enjoy this magazine with all the memories from the conference and the winners of 2022. Congratulations to all of you! From me, and from the whole IDB team.

Best,

A handwritten signature in black ink, appearing to read 'Simone Manera', with a large, stylized initial 'S'.

Simone Manera



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Awards 2021

Congratulations are in order, as the achievements of selected Distributor Partners around the globe were recognized as the leading markets of 2021. On behalf of everyone at IDB, we applaud the winners – who were awarded in four categories:

Silver Market, Gold Market, Platinum Market, and Country of the Year.

Country of the Year 2021

Who is the leading market in terms of sales performance and sales force growth? Who is the strongest leader, with lion mentality? This top-of-the-tops category recognizes the Distributor Partners in the country with the overall best performance. For 2021, that country is Malaysia – and their achievement was made possible thanks to the leaderships of JC Lim and Jenny Ooi. Together they have managed to build a strong company culture and significantly grow their team of Team Leaders. Such results are only possible to reach with exceptional discipline, a superior work ethic, and an open heart. On the occasion of their award for Country of the Year, we sincerely congratulate JC Lim and Jenny Ooi for this outstanding achievement.

True Mix Sdn Bhd Malaysia



Platinum Market 2021

Those recognized with the Platinum Market Award must have delivered truly extraordinary results. In order to achieve this level of success, these Distributor Partners have been laser-focused on their goals, persistent in their attention to detail, and clock-like organization. Besides a keen eye for strategic planning and decision-making, they have also demonstrated exceptional skill at collaborating, and at consistently motivating their team. We sincerely congratulate all markets who were selected for this prestigious category.

The Mix Australia Pty Ltd. Australia
True Mix Sdn Bhd Malaysia
Inversiones y Asesorias Fema Chile
Cnudde N.V. Benelux
Holding Leader KZ LLP Kazakstan
The Future of Cooking Pte Ltd Singapore
Pilusen SA Uruguay
Innovasi Dapur Indonesia PT Indonesia
The Mix New Zealand Ltd. New Zealand
Thar SA Argentina
Aposento Real Ltd. Portugal



Gold Market 2021

In the category Gold Market 2021 we recognize the countries that have demonstrated outstanding performance, and persistence to strive for the top. Despite the challenges the pandemic has presented to us, these Distributor Partners continued to grow in 2021 – and showed both diligence and heart along the way. Along with the Gold Market Award, we would like to express our appreciation for their hard work and dedication.

Bien Être Allemand Sarl Morocco
H.L.K. Trade S.R.L. Romania
Sylvest & Co aps Denmark
Busch Import Netherlands
Cooking Hellas I.K.E. Greece
Chef Renard Ltd Greece
Eminentia Trading Ltd. Cyprus
HEALTHY OPTIONS GENERAL TRADING LLC UAE
Modern Cook Joint Stock Company Vietnam
Parnad D.O.O. Slovenia



Silver Market

2021

The category Silver Market celebrates Distributor Partners who have demonstrated how a consistently strong work ethic makes you reach many of your key KPIs. Considering such determination, we have no doubts that for many of this year's winners, the Silver Award is only their first step on the path to reaching even higher goals in 2022.

TMH DO BRASIL COMERCIA E SERVICOS EIRELI Brazil

Mixto AS Norway

Simple Cooking Sverige AB Sweden

Quality Direct Kft. Hungary

Smarture SAS Colombia

Cooking Solution, S.A. Guatemala

Swiss Diversitas Group South Africa



Awards 2021

thermomix

Sales

1 st place	The Mix Australia Pty Ltd.	Australia
2 nd place	True Mix Sdn Bhd	Malaysia
3 rd place	Inversiones y Asesorias Fema	Chile



Sales year-over-year increase

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	Pilusen SA	Uruguay
3 rd place	The Future of Cooking Pte Ltd	Singapore



Recruitments

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	The Mix Australia Pty Ltd.	Australia
3 rd place	Thar SA	Argentina





Recruitments year-over-year

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	Thar SA	Argentina
3 rd place	The Mix New Zealand Ltd.	New Zealand



Teamleaders appointments

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	Holding Leader KZ LLP	Kazakhstan
3 rd place	The Future of Cooking Pte Ltd	Singapore



Awards 2021

kobold

Sales

1 st place	Aposento Real Ltd.	Portugal
2 nd place	The Mix Australia Pty Ltd.	Australia
3 rd place	Parnad D.O.O.	Slovenia



Sales year-over-year increase

1 st place	H.L.K. Trade S.R.L.	Romania
2 nd place	Busch Import	Netherlands
3 rd place	Eminentia Trading Ltd.	Cyprus



Recruitments

1 st place	Aposento Real Ltd.	Portugal
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Recruitments year-over-year

1st place **Parnad D.O.O.**

Slovenia



Teamleaders appointments

1st place **Bien Être Allemand Sarl**

Morocco







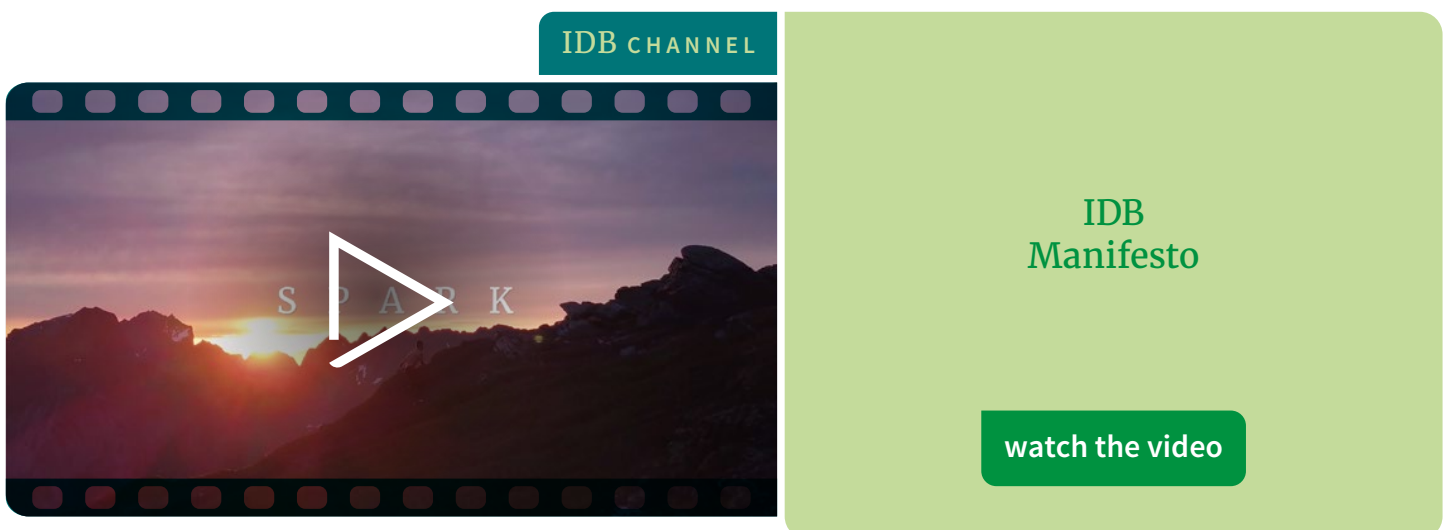
Marketing

New Visual Identity of IDB

IDB has been constantly growing in the past few years, gaining importance and attention within Vorwerk International. We want to strengthen our position even more and create a sense of identity. For this, we needed to create our own image and visualize our values. For the past few months, we've been working on identifying what IDB stands for. Passion is our strongest source of progress at IDB, and we empower people to ignite it every day. Our mission is to share our passion for our superior products for everyday use. We always look for new opportunities to expand Vorwerk's business across the globe;

we support our Distributor Partners in their business growth; we partner up with passionate entrepreneurs to distribute our brands internationally. Consequently, a new Visual Identity must tell the story of the constant commitment of those who make up this IDB team. At the same time, it should create a sense of belonging and partnership – after all, teamwork is one of the main core values that we want to bring to life with our new Visual Identity.

We are proud to have unveiled our new Visual Identity during our conference in Rio.





“We are IDB. We shape the future.”

We shape the future, because we are an international team that gives support to you: the entrepreneurs who make Vorwerk known around the world. Our logo is about people – IDB and the Distributor Partners – united together with a common objective. The globe speaks evidently about the international nature of our business and team, but the circle is also a symbol of unity and of the common goal that unites us. Finally, IDB is steadily looking into new sources of growth, a fact that is represented by the missing piece of the jigsaw puzzle that makes up the globe.





Marketing Role Within Direct Sales

In our industry of Direct Sales, **the role of marketing is to support the sales**– not the other way round. The **Advisor is the primary target** that needs to be enticed, onboarded, trained, motivated and made proud to be part of a community and to bring along new referrals. What does this mean for any marketer working in your company? It means that the focus should be given to the Advisors. Each Advisor needs to be addressed: from developing training materials for onboarding to refreshing product knowledge, organizing

loyalty programs, promotions, and events to reward them – to just give a few examples.

We are talking about Advisor Marketing, and this is the primary function that your marketing person should focus on while setting up the business.

Marketing should be adapted based on the maturity of your country along the following three steps:



Build
the basics



Set-up
the business



Grow
the business

Step 1

Build the basics

The focus is on sales, marketing needs to set up the basics focusing on the following:

- *Branch Office (logo, product merchandising, poster, brochure, price catalogue)*
- *Website template*
- *Image & video materials*
- *Training: D.T.I. & flipchart*

Step 2

Set-up the business

Marketing function will focus on the Advisor along the ROAR concept:

- *Recruitment*
- *Onboard*
- *Activate*
- *Retain*

Step 3

Grow the business

On top of the previous activities, marketing function will focus on the Advisor and Customers Brand awareness:

- *Customer promotions*
- *Performance marketing*
- *SoMe presence*

Special thanks to Felipe and Ioanna, who shared with us their own experiences in Chile and Cyprus.

How to Go-to-Market

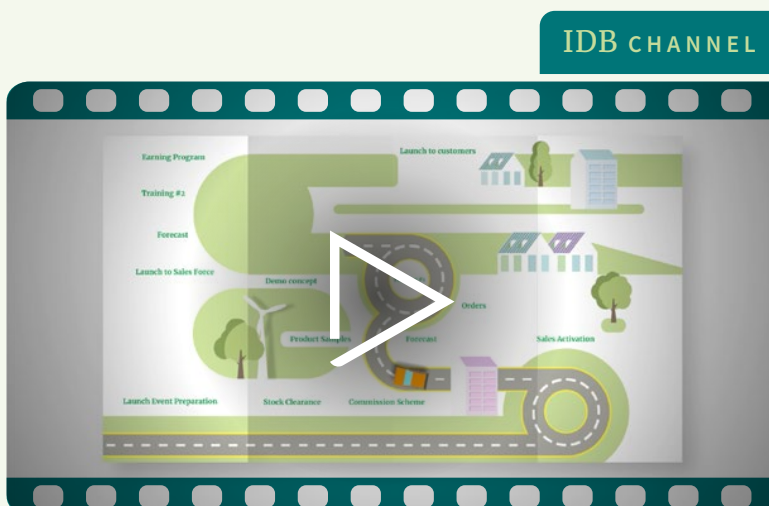
*Running is a victory;
this ride is a journey.*

Do you remember those words?
Probably not, unless you know the song.
It is called *Run Boy Run*, and it was the melody
used in our presentation about our
Go-to-Market strategy.

But what is the message here? It is to keep
present that **it takes time, energy and focus**
to do a proper launch. No matter if it is the
introduction of the new **Kobold** VK7, the reveal
of the **Thermomix** Cutter or the activation of
an Advisor Recruitment campaign: planning
gives an organization a sense of direction,
establishes a basis for teamwork and focuses

attention on objectives and results. Planning
is the right thing to do for our businesses.
That is why, at IDB, it usually requires about
eight months to plan a new product launch
or an accessory launch; while campaigns take
about five months to realize.

Dear Distributor Partners, we hope the
message will stick in your minds:
this (business) ride is a journey; Rome wasn't
built in a day. Take a look at the material
shared with you in Rio, be ready. Keep an eye
on the important milestones, plan enough
time, and develop a detailed launch strategy.



Tomorrow is another day ...
but for now it's time to run,
it's time to run!

watch the video

Best Marketing Campaign Sharing

This year, we decided to have a session dedicated to sharing the best marketing practices. We were particularly thrilled by the opening of the New Thermomix Experience Center in Buenos Aires earlier this year.

Beatriz Macaya explained how this new workspace is in line with her “face to face” strategy.



New Thermomix Experience Center

Buenos Aires, Argentina

[watch the video](#)

Brooke Long shared with us how the brand campaign “We Don’t Cook. We Thermomix®” helped them increase brand awareness among prospects in New Zealand when looking into the purchase of a multifunctional kitchen robot. The elevated awareness levels of Thermomix® in New Zealand led to an increase in Cooking Experiences and TM6 sales year-on-year.

Finally, **Bouchra Jabbra** together with **Anthony Cannon** shared the newly launched Loyalty Program as a motivational tool towards her team of Advisors. And for the first time ever, this program was conducted across both businesses: Thermomix® and Kobold®. The results were positive according to all metrics: Thermomix sales, TMF sales, Kobold sales and recruitment. Well done, **Bouchra**!

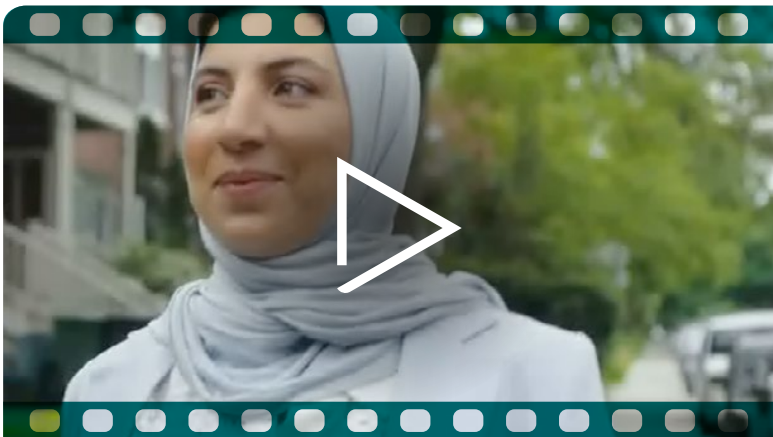
Advisor Recruitment Campaign

The Advisor is at the heart of your business, and to keep your business grow, you constantly need to hire. The new Advisor Recruitment Campaign 2022 follows the journeys of Zayneb, Artur and Justyna, who share their stories of how they first started working with Vorwerk – and how their career has developed since. The campaign has been designed to address a diverse range of audiences: existing customers who would

like to become Advisors, people looking for a flexible position, prospects who could get their first product by earning it; and, finally, existing Advisors – to make them feel proud of belonging to such a community.

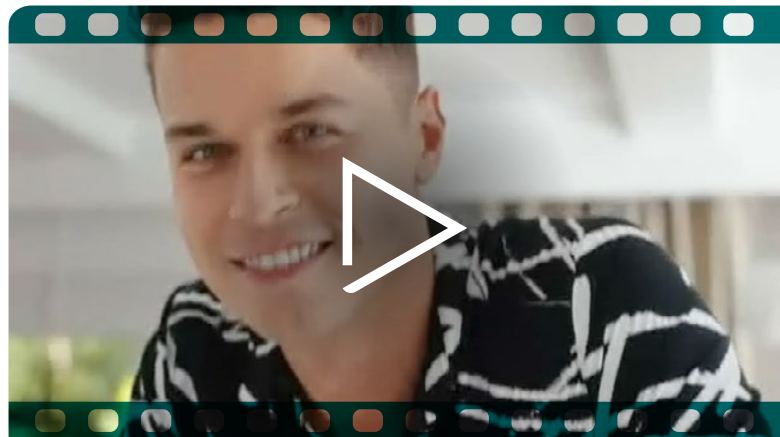
The new Advisor Recruitment Campaign assets are now available on Brand Studio. Remember that you can still use the Advisor Recruitment Campaign 2021 as well!

IDB CHANNEL



watch the video

Video by
Zayneb



watch the video

Video by
Artur



watch the video

Video by
Justyna

And if you know an advisor with a special story who is willing to share, get in touch with us.



Kobold VK7 Recap IDB Launch Plan

After our spectacular “Renaissance 7.0” product reveal in Florence, there was not much time left to digest the emotions experienced: Immediately after the event, the IDB team had to start with the preparations of the **VK7 launch with the Distributors Partners**. The goals were clear: First to keep the (high) momentum and inspiration reached after “Renaissance 7.0” and second, to support each Kobold Distributors Partner in the implementation of their own product launches. From mid-June to the end of August, we had conversations with almost all countries, during which different launch ideas and concepts were shared. The final result turned out promising: the vast majority of Kobold Distributors invested considerable time and energy to draft their own VK7 launch plans. *Chapeau* to the creative minds behind each proposal! We now have a pipeline comprising a wide range of concept ideas around themes such as magic, green innovation, saving time, valentine, freedom and reimagination, the rebirth of a king, and the number seven. Time for planning is almost

over – now it is time to start phase two: the execution. Dear Kobold Distributor Partners, this is your opportunity to conceive a launch event full of emotions; something that creates memories for your team; something that makes them fall in love with the product and makes them believe in a great business opportunity working together – just like the wonderful experience we shared in Florence. At the end of August, you already received the marketing and communication material to prepare activities for Advisors. Material for customers is currently being worked on.

Now it is your turn to define the next steps! Have you prepared an Earning Program, trainings and all your local touchpoints with customers? Remember that we are here to support you as much as we can! Align with us at IDB, keep in touch with your peers from other countries, and stay focused.

Most importantly: enjoy your local VK7 launch events, everyone!

Thermomix® Cutter

We were really pleased to welcome Dr. Stefan Hilgers, SVP Product Line Management Culinary, to introduce the latest addition to the family of Thermomix accessories: the Thermomix® Cutter.

Stefan Hilgers is the spiritual father of the TM6®, and in this capacity he knows a plethora of stories behind our beloved multifunctional robot – and he tells them with passion. In one particular story he shared with us all the origin and birth of the Thermomix®Cutter, the new accessory that enables effortless cutting and slicing with exceptional results.

Once again Thermomix® can be proud to stay ahead of its game by introducing to the market, for the first time, the four most common cutting functionalities in just one disc. Now, dear Distributor Partners, it is time to prepare your go-to-market to successfully launch the Thermomix® Cutter in your market – starting from Q1 2023! As always: your IDB Marketing team is here to support you.

IDB CHANNEL



Thermomix
Cutter

watch the video







Training

VK7 Demo Concept

So your local VK7 launch event is just around the corner, and it's time to get your sales force ready for promoting the new VK7 cleaning system. But what is the best way to present the product in the customer's home? How to reach that „wow“ effect? What should Advisors and Team Leaders learn? For all these questions we shared with you ideas and solutions.

Along with a new product launch go a lot of changes – but each of them should be looked at and explained in details ahead of its implementation: „Why is this change necessary?“, „Is what we are doing still relevant?“ – it is always good to reflect on such questions before rushing yourself and your team into change.

For that reason, it felt important to invite you to join the conversation. The question sounds simple at first: What is the biggest focus of the demo? But is there really one single answer? Is it sales or rather recruiting that generates new leads?

Our conclusion: We can generate sales and recruit new Advisors or Ambassadors at the same time with a well-organized demo! What about the focus among your local sales force? We highly recommend reflecting on it. To support you with your local launch, we have prepared a toolbox, providing you with everything you will require: a demo script and a flipchart, demo videos and Advisor training material. Additionally, do not forget to bring some of your own fresh ideas to the table and discuss them with your team!



Teaser

watch the video

The Roles of Branch Manager and Team Leader

Can we learn something for our business from animals? We believe so! To illustrate how to lead your business with determination, we looked at some facts about the king of animals – the lion; and we shared with you how that analogy has inspired and informed our ROAR concept.

The **ROAR concept** is designed to give Branch Managers and Team Leaders the tools they require to prepare their workdays, to schedule their daily activities, and to implement the Junior Team Leader process to activate more candidates among the Advisors.

Following the conference, we are sure that each of you will now be able to explain the ROAR concept, and what the acronym stands for: Recruit, Onboard, Activate, Retain. As a part of ROAR, we have defined a clear role for each member of the sales force: Advisors focus on sale, Team Leaders on recruitment, and Branch Managers on Team Leader nomination.

For an extra ROAR, you may want to remember what Ita from Indonesia shared with us about her strategy to increase the number of Team Leaders: Recognition.







Activities & Incentive

Activities & Incentive

During the conference we held a few activities – let's remember together the experiences we shared.

1

Sugarloaf Mountain

... with a breathtaking helicopter fly-by along the coast





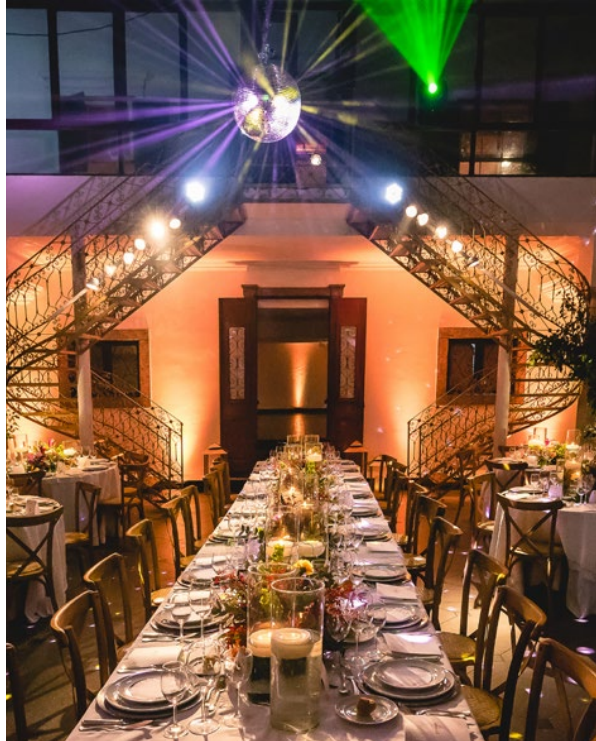


3

Gala event

... an exquisite night with
lots of fun!







4

Incentive trip to Iguazu Falls

- A spectacular boat tour of the Brazilian side that took us right under the waterfalls
- A visit to the Devil's Throat on the Argentinian border
- A picturesque walk by the hotel: the unforgettable experience of another shower







IDB CHANNEL



It's a
wrap!

watch the video



... obrigado!



VORWERK