

IDB Mag

Q2 2024

Published in July 2024





Keep on **growing** the business

Dear Partners,

As we reflect on a very successful second quarter, I am filled with optimism for the future. Our achievements and milestones are a testament to our collective effort and dedication. I am particularly thrilled with the positive reception of our IDB Success Summit Incentive, and I eagerly anticipate meeting all our esteemed leaders in Greece this October. This event promises to be a remarkable gathering of minds and a celebration of our shared accomplishments.

I am also delighted to introduce two exceptional new members to our team. Charlotte Mahe joins us as the new Marketing Manager for Kobold, bringing with her a wealth of experience and fresh perspectives. Additionally, Stephanie Sepp has come on board as our new legal counsel. Their expertise will undoubtedly enhance our strategic initiatives and legal frameworks.

A special congratulations to our team in Argentina on their seventh anniversary. Your resilience and hard work in a challenging environment are truly commendable.

Similarly, the investment in Morocco, with the establishment of a second branch, marks a significant milestone in our growth strategy. This expansion will be pivotal in our continued success.

In June, the Philippines celebrated their grand opening, a testament to their excellent work and unwavering spirit. We also witnessed tremendous results, particularly in Brazil, which saw over 100% growth compared to the previous year, and Argentina, which celebrated their best month ever in May. Our Sales Managers have been actively visiting many markets, fostering stronger connections and sharing valuable insights.



We were also honored to host seven Thermomix A-Markets in Switzerland for a two-day conference, which was an enriching experience for all involved.

While we celebrate these successes, we must also acknowledge the challenges we face. The devastating flood in Kazakhstan has deeply affected many, including our business. In these trying times, our commitment to stand together and support each other is more crucial than ever. We are here for you, and together, we will rebuild and emerge stronger.

The IDB Thermomix Champions Race is nearing its conclusion, and I hope you have enjoyed the journey. I wish each of you the best of luck as you strive to win the race. Let's give it our all in these final moments!

Lastly, this magazine features important insights on recruiting and building leaders. As we continue to nurture our existing talents, we must also focus on planting new seeds and fostering growth. Our future success depends on our ability to cultivate and develop new leaders. Thank you for your unwavering dedication and hard work. Together, we are shaping a brighter future.



Robert Hartung



Table of contents

Robert's welcome letter	02
2023 Group results	05
Q2 Highlights in numbers	06
News from Vorwerk	09
New employees	10
The orange orchard	12
News from Markets	15
Thermomix® Argentina celebrates its 7 th birthday	16
Our Slovenian Distributor partner, Parnard, shares its Kobold success	18
New branch opening in Marrakesh	22
Gala in Romania reaching for the stars	23
Grand opening in Thermomix® Philippines	24
Force Majeure in Kazakhstan	26
Annual conference of Kazakhstan	27
Best April month record	28
Vorwerk IDB Success Summit 2024	29
IDB A-Markets Summit	31
Thermomix®	32
IDB Cookidoo® subscriptions	34
Orange cake	35
How to nurture the customer journey	36
Kobold	38
The Kobold VR7 first launches	40

2023 Group results

**Good
harvest**

Once again, the Vorwerk Group has successfully concluded a challenging business year 2023. The Group's total revenue increased to EUR 3.2 billion.

In light of the numerous challenges and difficult economic conditions, a key driver of the positive business development was once again the consistent commitment to direct sales as a business model. In the core business, sales growth was achieved for the fourth year in a row, driven by an increase in the number of advisors all over the world.

With these results, Vorwerk remains the undisputed number one direct selling company in Europe in its 140th year of existence and is the global leader in the field of direct sales of premium household appliances.

Each and everyone of you have contributed to make the 2023 journey a successful one. Let's keep rocking it in 2024.



therm

VORV

Q2 Hig
in nur



Brazil

- Recruitments **+93% vs PY**
- Units sold **+85% vs PY**



Kazakhstan

- Recruitments **+8% vs PY**
- Units sold **+98% vs PY**

nomix

WERK

Highlights
Numbers



Hungary

- Recruitments **+20%** vs PY
- Units sold **+13%** vs PY



Romania

- Recruitments **+127%** vs PY
- Units sold **+16%** vs PY





News from Vorwerk

Hello, I'm Stephanie Sepp

Born & Raised

In & around Munich, Germany

Lawyer

LMU University of Munich,
Universities of Geneva & Lausanne (LL.M.)



My Professional Background

Legal Counsel

at Vorwerk International

Wollerau, Switzerland: since 2024

Head of Contracts International

at International Service Provider

Pfäffikon, Switzerland: 2013

Regional Counsel Europe

at International Manufacturer with Global Distribution

Männedorf, Switzerland: 2008

Head of Legal and Risk Management

at International Manufacturer with Global Distribution

Triesen, Liechtenstein: 2002

Fun Facts

- I speak several languages: German (native), English (pretty fluent), French (pretty fluent)
- I am a huge fan of the lake - swimming, boats, anything with water (unless it's frozen)

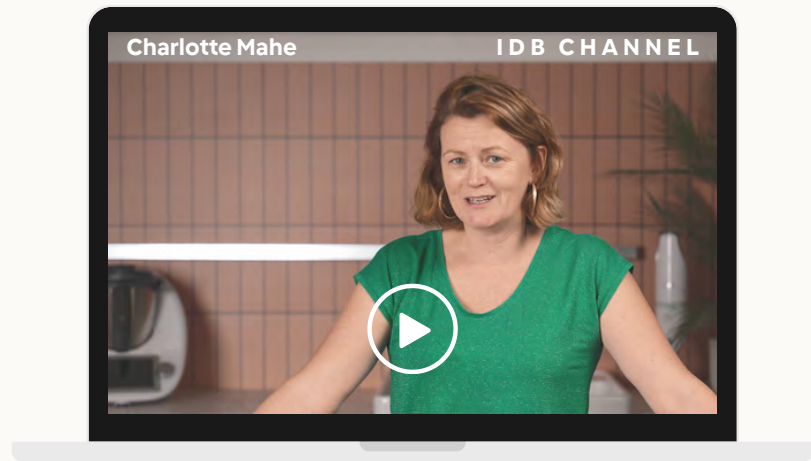
Hello, I'm Charlotte Mahe

Born & Raised

Concarneau Brittany, France

Master degree Marketing and Communication

Audencia Business school Nantes



My Vorwerk Story

Marketing Manager IDB at Vorwerk International

Wollerau, Switzerland: since 2024

Head of Content Marketing at Vorwerk International

Wollerau, Switzerland: 2023 - 2024

Brand Marketing Manager Thermomix and Kobold

at Vorwerk France

Nantes, France: 2020 - 2022

Kobold Customer Marketing at Vorwerk France

Nantes, France: 2016 - 2020

Fun Facts

- I am French, born in Brittany , seaside lover
- I am a mother of twin girls, with total different personalities
- True Vorwerk product lover, anyone taking my Kobold or Thermomix away from me could get in real trouble
- I lived in the UK and I love British sense of humor
- Fun fact : I am a blind test addict



The orange orchard

As we navigate the ever-evolving landscape of our business, we want to mirror our growth strategy. Imagine our advisor network as a vibrant orange orchard, each tree representing a critical component of our success – a teamleader. (*copyright: Anthony Cannon and Robert Hartung)

1. Watering the Trees: Existing Resources

Just like a diligent farmer tends to their orange trees, we've been nurturing our existing advisors. We provide support, training, and resources—akin to watering the trees. However, there comes a point where the returns on this effort become marginal. The juice yield from each tree plateaus, and we find ourselves wondering how to extract more value.



2. Leaders as Fruit-Bearing Trees

Consider our leaders—the seasoned advisors who have not only weathered storms but also borne fruit consistently. They are the mature trees, laden with sweet oranges. These leaders drive our success, but they can only produce so much juice individually.

3. Seeds for Future Growth

To expand our orchard's capacity, we need to plant new seeds—the fresh recruits. These seeds represent our new hires, the potential leaders of tomorrow. Just as a young sapling grows into a sturdy tree, some of our new advisors will evolve into leaders. They bring fresh perspectives, energy, and untapped potential.





4. Multiplying Trees, Multiplying Juice

Here's the crux: **more trees mean more juice**. By cultivating more leaders, we increase our overall yield. Each leader becomes a source of inspiration, knowledge, and motivation for others. Their success stories ripple through the orchard, encouraging everyone to bear fruit.

5. Our Collective Harvest

Let's envision a future where our orchard thrives—a lush expanse of orange trees, each contributing to a bountiful harvest. As we plant seeds (new hires), nurture saplings (developing leaders), and celebrate mature trees (seasoned advisors), our collective juice production multiplies.



6. Your Role in This Journey

Distributors, you are the stewards of this orchard. Encourage new recruits, mentor emerging leaders, and celebrate the achievements of our seasoned advisors. Together, we'll create a legacy—a legacy of growth, abundance, and shared success.

Remember, it's not just about watering the trees; it's about planting seeds, nurturing growth, and reaping the rewards. Let's cultivate a thriving ecosystem—one where every tree contributes to our collective prosperity. Thank you for being an essential part of our orchard.

When driving your businesses these are some questions for you to think about:

Do you really focus on the key drivers? Or are you still or sometimes stuck with squeezing more juice out of your oranges? Are you buying more land for more trees? Are you investing into seeds? Or do focus mainly on putting water and sun to your existing trees hoping they will bear more and bigger fruits? The size of an orange is limited, so is the productivity of advisors 😊.





News from Markets



Thermomix® Argentina celebrates its 7th birthday

Interview with **Beatriz Macaya**,
founder of Thermomix® Argentina

You have managed to build a strong community of customers and of more than 500 advisors, how did you start?

Well, as you know starting a direct sales business is about building your advisors team. For me it all begun with a group of Spanish friends who were Thermomix lovers and who were super excited to become Thermomix ambassadors in Argentina. They recruited their friends, I recruited mums from my daughter's school, the community building was pretty natural. One thing which also helped us is that we talked about the discount program instead of the earning program which was a lot more appealing to Argentina's consumers.

If you had to explain your success in 3 main ideas what would there be?

- **Passion:** I love my job and I pass on my passion to my team.
- **Hard work,** direct selling is definitely a very demanding business which cannot be done without efforts.
- **Keep the motivation high:** Having fun when doing the job, to keep your salesforce engaged in the long run. Parties, incentives are crucial to maintain the excitement. The minute an advisor is bored, she or he will not perform.



Running a business is also about coping with external economic factors, do you have any tips to keep on having a flourishing business even in more difficult times?

When someone is down and complaining about a price raise, or salaries being low, demo hard to book, I always try to find a reason to bring back some positivity. For example, new people do not know that the price has gone up, go to them. Our figures show that you need to do 2 demos to have one sale, so booking demos will automatically bring you sales. Put yourself in motion. This is how we try to fight excuses always trying to look at the bright sides of lives to always keep a positive mindset.

Keep the motivation high is a must have. Even when the situation may be rough still investing in a trip, a launch, a coaching, or a training is important, because it will keep the business running.



Looking back in the mirror, what would you say you were your proudest years out of the 7 years?

When I look back, I am still amazed at the quick start up we had being the fastest market opening in the first year, this was a first big achievement.

I am also proud of how we managed to keep the business during and after Covid.

Looking back at your journey, any special thoughts or advice you would like to share new in your Thermomix business?

Keeping to your fundamentals:

Demo, Monday meetings, trainings, is the key. Whenever the business is shaky going back to the fundamentals is always the right thing to do. When I started we had a hand book, with all the basics and it still remains the base of our business.

Trying new things can be very tempting especially when advisors feel bored of doing always the same demo and team leaders and branch managers get bored of always talking about demos. We believe the demo as it is, is unbeatable and creativity should be around how to book demos, not about the demo cycle itself.

And we find other ways of being creative when cooking in cooking classes and other events in the branch so as to keep the excitement and enjoy cooking together.

Adapting to context:

To this day we count 800 advisors and 7 branches, but we have in reality opened 14, but decided to close some and open others along the way. I do not regret any opening or closure, because it was relevant to do so at that time, different types of stores, different locations that made sense at each point.

And also, regarding promotions and incentives, long term planning is great but sometimes quick turning the rudder is necessary.

Quick decision making and being fast in doing things to stick to your market's needs is essential in our business.



Our Slovenian Distributor partner, Parnard, shares its **Kobold** success



You have been a Kobold distributor for more than 30 years! You managed to develop a great brand awareness, as well as a high penetration rate in households. How could you explain this success?

Our long-standing partnership with the Kobold brand has been marked by a strong desire for success and a deep passion for Vorwerk products. From the very beginning, we committed ourselves to making Vorwerk not just a professional path, but a way of life. This dedication largely stemmed from our love for the high-quality products that Vorwerk offers, which has enabled our customers to recognize and appreciate the brand.

A key element of our success has been this passion, which made it easier to stay focused on our goals and put in the hard work. When you are so devoted to something, as we are to Vorwerk, the work becomes a pleasure, and challenges turn into opportunities for growth.

This combination of love for the product, commitment, and constant focus on quality has allowed us to achieve great brand recognition and penetration in many households.

Over the years, your salesforce has evolved, switching from mainly full timers to a new generation including part timers, yet your sales figures remain high. Any tips you could share how to make this happen?

In the ever-evolving market, we recognized the necessity to adapt to the demands of new generations. This required us to continuously update our strategies and be agile in our approach. Transitioning from a workforce primarily composed of full-timers to one that includes a significant number of part-timers was a reflection of this adaptability.

We took the time to understand the unique needs and expectations of the newer workforce, which enabled us to create a flexible and supportive environment that appeals to both full-time and part-time team members.

Our ability to swiftly adapt to these changes is something we are extremely proud of. By staying attuned to market trends and being willing to innovate, we have managed to maintain high sales figures and continue to grow.



When shifting from full-timers to part part-timers, how did you adapt your recruitment strategy?

To successfully transition from full-timers to part-timers, it was crucial for us to come together as a team and dare to try new approaches. We were ready to make changes and adapt our strategies as we closely monitored the response from the environment. Throughout this process, we have revised numerous rules, perspectives, and scenarios. These changes required a lot of flexibility and openness to new ideas.

One key adjustment was focusing on finding individuals who are enthusiasts or fans of Vorwerk and who engage in this activity out of passion. Such people bring a dedication and enthusiasm that we seek in our team members. This approach has helped us build a team that is loyal to the brand.



You have recently been developing the Vorwerk academy, can you tell us a bit more why you did it and how you are rolling it out?

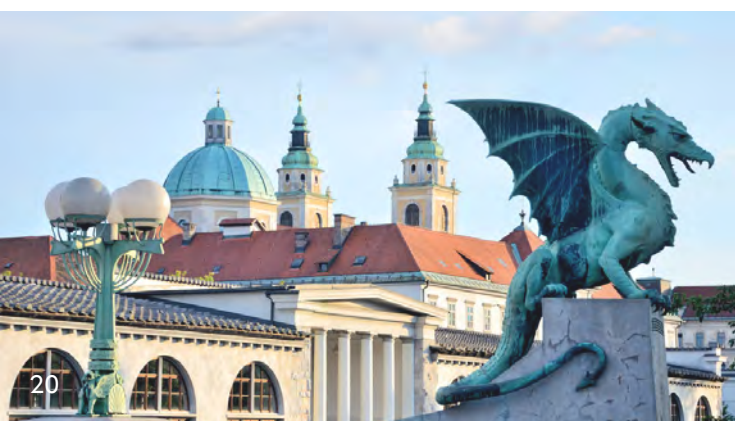
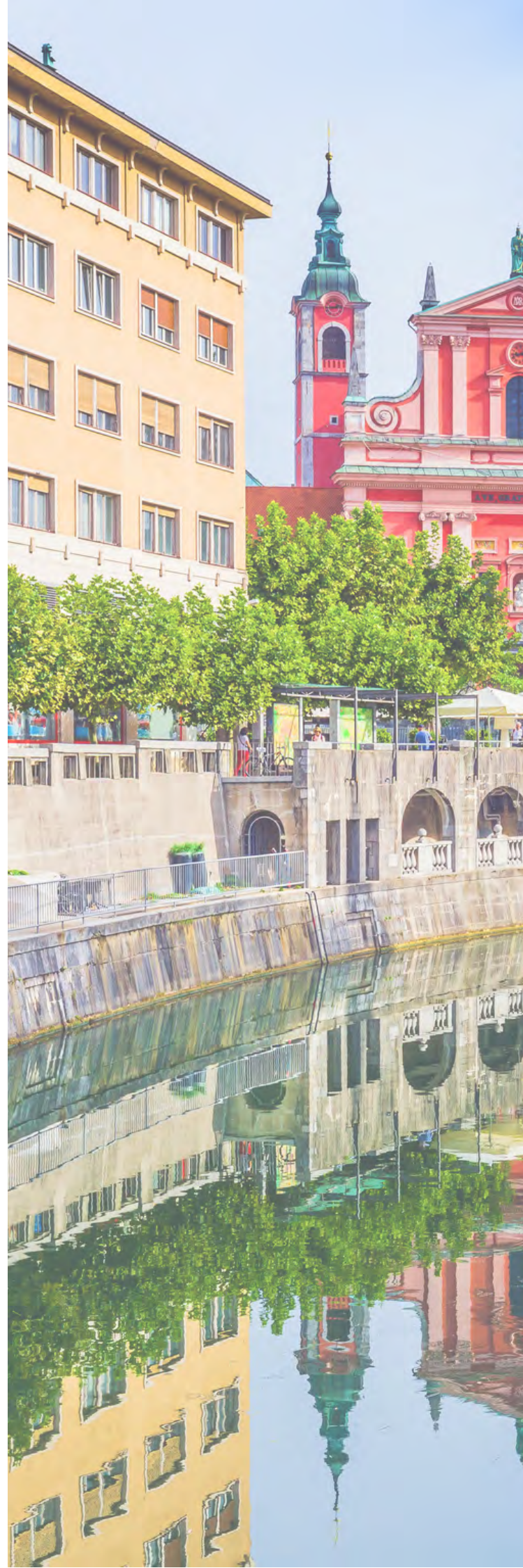
Without education, there is no progress, and consequently, no development of the individual. With a strong desire to nurture and develop people into leaders, we established the Vorwerk Academy. This academy is a 9-month educational program designed specifically to train leaders who will lead their own teams.

The program includes comprehensive training modules that cover leadership skills, team management, and strategic thinking. Participants are given the tools and knowledge they need to succeed in their roles and to drive their teams towards achieving their goals.

The success of this program has been evident in the positive outcomes we've seen.

The leaders who have gone through the academy are now more capable, motivated, and equipped to handle the challenges of their roles.

This initiative has significantly contributed to our overall success and has reinforced our commitment to continuous learning and development.





If you had to recap in 3 words the key of your success what would they be?

Passion, persistence, and innovation.

Are there any other major learnings you would like to share with your peers?

The most crucial one is that success is a process that requires constant adaptation, learning, and improvement. Some of the key experiences I would highlight are the Importance of teamwork, adaptability and innovation, focus on customer, continuous education and growth, perseverance and positive attitude. These lessons have allowed us to grow and develop and remain successful in the long term. We hope they will also be helpful to you in your work.





New **branch opening** in Marrakesh



Congratulations to Bouchra and Manfred for a successful inauguration of the new Kobold and Thermomix branch in Morocco. This significant event marks a major milestone in the ongoing physical expansion strategy within the country. It was an honor to be invited at the opening ceremony, in an authentic Moroccan style, highlighting our commitment to strengthening our presence in this region.

The establishment of this new branch is a testament to Morocco dedication to fostering a vibrant community around our innovative products. These branches are crucial for enhancing our visibility and brand awareness while allowing us to forge closer connections with our valued customers. By creating spaces where our community can gather, we are not only increasing our accessibility but also reinforcing our commitment to exceptional customer service.



This new branch will serve as a hub for training, support, and community engagement, ensuring that we stay connected and responsive to the needs of our users. We are all excited about the opportunities this new location brings and look forward to continuing witnessing the growth and success in Morocco.



Gala in Romania reaching for **the stars**

Zsolt, Alina and their team organized a spectacular Annual Gala in Romania. The event was a great success, exemplifying the high standards we have come to expect from their exceptional leadership. The gala was a magnificent blend of captivating shows and heartfelt emotions, creating an unforgettable experience for all attendees.

This gala was a vital occasion for bringing together the Thermomix and Kobold community, fostering a sense of unity and shared purpose. Events like these are essential for building strong connections within our community and showcasing the collective achievements of our dedicated advisors, Team leaders and Branch Managers.

Recognizing the best achievers is our fundament, and this gala provided the perfect platform to celebrate their hard work and commitment. In our industry, acknowledging and rewarding excellence is crucial for motivating our teams and inspiring continuous growth and success.

I was impressed but not surprised by the flawless execution and the inspirational atmosphere that Zsolt and Alina created. Their dedication and attention to detail have set a new benchmark for future events. Congratulations to Romania, for this truly remarkable gala. Your efforts have not only celebrated our top performers but also strengthened the bonds within our community, paving the way for even greater achievements in the future.



Grand opening in Thermomix® Philippines



IDB's newest partner, the Philippines distributor leapt another milestone with their grand opening on 15th June. From the time Jenny and Brandon presented their business proposal to Vorwerk International early 2023, they had already impressed the company with their visionary business plan and professionalism.

In less than a year of execution on the ground, we are very happy to share that we strongly believe that we have picked the right team to represent Vorwerk International in the Philippines. Since its opening in September last year, the Philippines office has proven unbeatable commitment and strong leadership in building the direct sales fundamentals, and the Philippines has become one of our leading examples of best practitioners.

We are very pleased that Jenny and Brandon committed to building a Thermomix Experience Center, and we are extremely proud to announce that this center is now rated amongst one of the best in the IDB marketplace.

In Thermomix, we believe in the magic of personal contact, and we name our business centers as Thermomix Experience Centres for a reason: they are not just about business, they are about passion, spirit, and togetherness. They are fantastic places where people come together to explore and to learn, to taste and to test, and, perhaps most importantly, to inspire and be inspired.

The Manila experience centre provides everyone who steps through the main entrance with a fantastic welcoming vibe and positive feeling. It is well equipped in all areas, including: the reception, technical support, culinary lab, and the cooking studios. The layout is well designed with three cooking studios open to advisors for demo bookings, and able to be converted into a flexible training venue.

There is also a cozy courtyard equipped with a cooking studio which is also convertible into an event venue. This wonderful experience centre provides an activity platform and support to develop a strong, confident and enthusiastic leadership pipeline. It truly is a playground for people to do business.



Tough
times

Force Majeure in Kazakhstan

2024 has been a challenging period for Thermomix Kazakhstan during the first half year. Kazakhstan has recently been badly affected by a natural disaster. This flood which started in late March, was reported as the worst in more than 80 years. In early April, the government declared a state of emergency in ten out of seventeen regions, and at least 120 thousand people were evacuated from their region to safer areas of the country. In the middle of April, our Kazakh partners were forced to close one of their branches in Western Kazakhstan; seven out of eight branches were out of business by the end of the month. All staff and sales force in the affected areas were evacuated to safer locations.

We are very pleased that no casualties were reported among the staff or sales force, although numerous lost their homes and possessions.

The Kazakhstan management team acted promptly working on contacting the sales force and extending support to rebuild their lives.

As the danger passed, the focus could shift back to work. Business was severely affected, and the activity rate for April dropped from an average of 54% to 25% - with this contribution mainly coming from the group of achievers that attended the annual conference. Subsequently, the activity rate dropped further in May to just 8%. Daily activation programs were planned aggressively and thoughtfully this month.

Timely communication and engagement were made to stay connected with the sales force, and a weekly recovery plan was implemented to support the sales force to regain the earning opportunity. Care and support slowly, but surely, brought back the activity rate after two months of downside.



Annual conference of Kazakhstan

Time
for
recognition



Despite all the challenges due to a natural disaster, Thermomix® Kazakhstan held their annual conference as planned in Astana, and it was a conference filled with powerful and impactful inspiration and action. It was both a motivational and an emotional event for the attendees (although more than fifty achievers were not able to attend as they had been evacuated to the safety zone). In addition, the Kazakhstan partners extended much-needed financial support of the equivalent of more than 200€ to each achiever who was affected by the flood.

During the two-day event, more than 200 top Thermomix® performers and new achievers from eight major cities in Kazakhstan came together to celebrate their success. The recognition categories were surprising and well thought out, obviously with lots of effort to recognize every success and acknowledge every effort to make Thermomix® Kazakhstan a successful marketplace. Besides ordinary recognition, there was also a special recognition for perseverance and dynamic growth, and some winners were also provided with an incentive trip program, which played an important role in building up the exclusivity of each recognition.

The second day of the conference was a special session to address the importance of resuming physical face-to-face activities, as most of the advisors were still heavily relying on online live demos and social media posting. The session was extremely lively, with participants passionately joining in the Q&A section, sharing their learning experiences, and making a commitment to follow the guidance and drive sales.



The Annual conference wrapped up with Gatsby Night Gala Dinner. This was a special Gala Dinner which needed a higher qualification to attend. Once more, the energy and enthusiasm of the Kazakhstan people was evident. The Gala Dinner was full of creative performances by the achievers from different cities, all wonderful to watch, all vibrant and inspiring. I am sure that no one would want to miss the chance to be part of future achievers' celebrations.



Best April month record

Congratulations to Malta for achieving an All-Time Record in the 2024 Edition!

Out of 21 participating countries, 10 surpassed their performance from last year. Notably, Brazil, the Philippines, and Thailand were on the brink of setting their own all-time records.

Malta, however, has set a new benchmark by achieving the best Sell-Out result ever recorded. This remarkable achievement is a reflection of the dedication and hard work of the entire team.

Well done to everyone involved, and bravo for these outstanding performances! Let's continue to aim higher and achieve even greater success.

1 BEAT ALL-TIME RECORD



Malta

9 BEAT APRIL 2023 Result



BR



CO



DK



GT



ID



NO



PE



RO



AE

21 PARTICIPANTS



AR



BR



CL



CO



DK



GT



ID



MT



MO



NO



PA



PY



PE



PH



RO



ZA



SE



TH



AE



UY



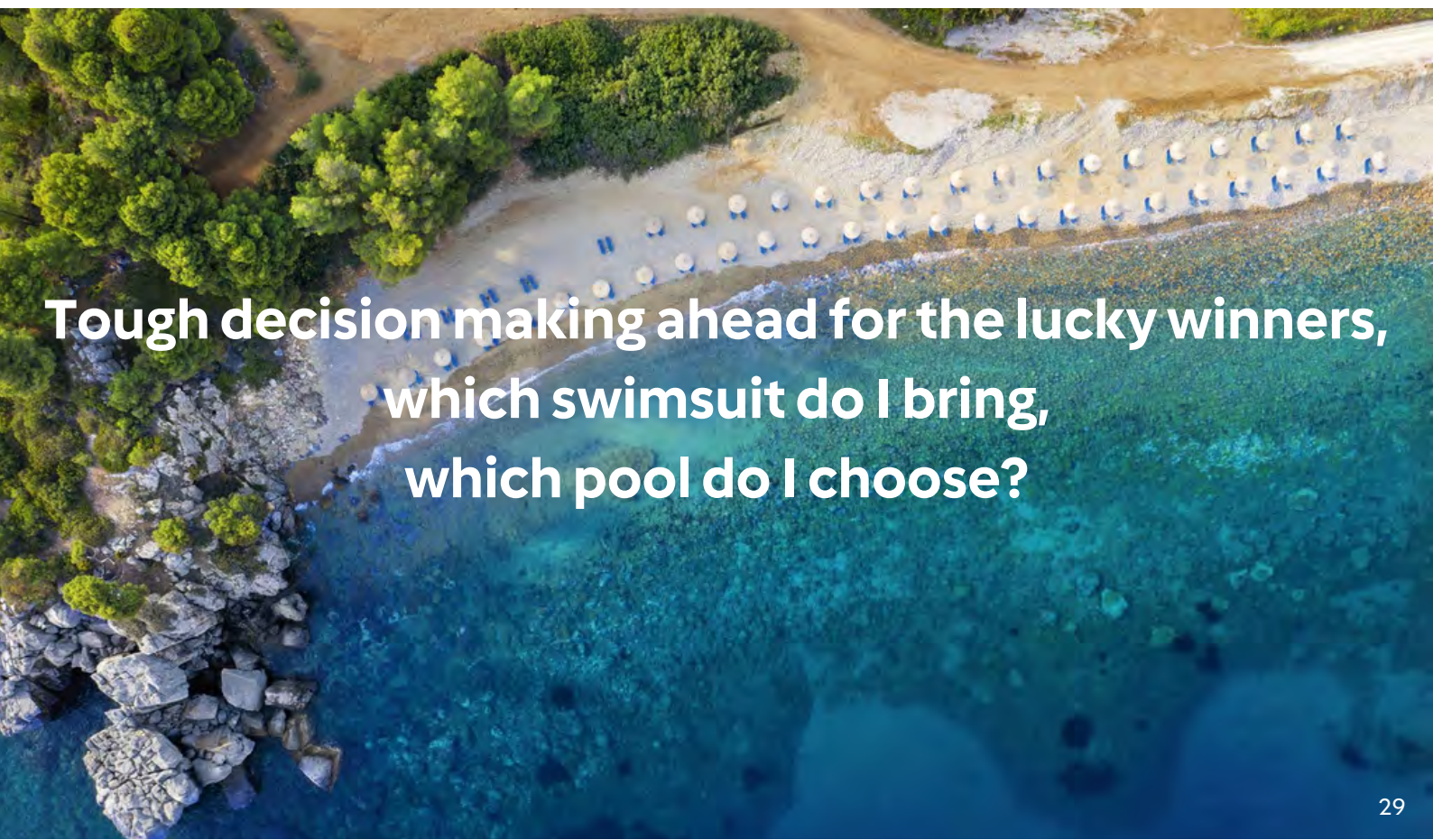
VN

Vorwerk IDB Success Summit 2024

Greece
is calling

The qualification phase for the success summit is almost there and the rare seats available will shortly be disclosed. You have shown great passion and motivation to be part of the lucky ones who will enjoy an amazing stay top notch 5-star resort reserved exclusively for Vorwerk. Besides discovering an amazing resort it will also be an opportunity to further connect with your peers as well as Vorwerk top management people.

Stay tuned, your sales managers will reach out to you soon.



**Tough decision making ahead for the lucky winners,
which swimsuit do I bring,
which pool do I choose?**



It has been an amazing race. We hope you enjoyed the ride as much as we did.

See you in August to discover the final winners and the different prizes.





The first **IDB Thermomix® A-Markets Meeting** took place in early July in Switzerland. Thinking about the Orange orchard you discovered earlier, we wished to address different topics, and we started with putting the focus on **Planting the seeds, nurturing growth, reaping the rewards**.

Thinking about it our thinking was the following : why re invent the wheel when there are fantastic examples from the IDB markets? With this philosophy in mind, we spent two intense, insightful, empowering days exchanging best practices and planting the seed for a thriving ecosystem and sustainable success with our Top 7 Thermomix®markets – Argentina, Brazil, Chile, Kazakhstan, Morocco, Romania and the Philippines. In the heart of the fruitful discussion was also the recruitment and development of our Advisors and Team Leaders. The message was multiplied by the powerful Modus Operandi presentation of Isabel Silveira Machado Padinha, who we were lucky to have with us.

Thanks to everyone's opened mindset and active contribution, this summit was both inspiring with deep insights on our business and also concrete take aways. As a wrap we really witnessed that passion is indeed our strongest source of progress.

Thermomix®





+5% more IDB Cookidoo® subscriptions in Q1 2024 and **5 millions** users worldwide



424 000+
IDB
subscribers

Putting Cookidoo on focus with the 23-26 Cookidoo® Growth Strategy is paying off!

In Q1 2024, the total number of Cookidoo® subscribers in IDB markets rose by 5% vs Q4 2023 to a bit over 424 000.

Between January and March this year, 20.000 new users joined the biggest recipe platform in the world enjoying all its benefits and endless cooking inspiration.

These results are possible thanks to the efforts of each of your teams.

A special thanks goes to the nine markets from the strategy who are pushing hard every day to improve conversion and retention: Argentina, Australia, Brazil, Chile, Denmark, Morocco, Romania, Thailand and the Philippines.

The first few months were marked by a major milestone for all Cookidoo® markets – in April, we reached 5 million subscribers worldwide! What do you think – can we hit 500 000 IDB users by the end of the year?

We dare you! 😊

Orange cake

(TM6, TM5)



Difficulty
Easy



Preparation time
5 min



Total time
1h



Serving size
8 portions



Ingredients

250g sugar, plus a little for sprinkling
1 unpeeled orange cut into pieces
3 eggs
100 g sunflower oil, and a little for the mold
or 100g of butter at room temperature
1 natural yogurt or 130 of cream
250 g of flour, and a little bit for the mold
1 sachet of baking powder
1 pinch of salt

Useful items

moule à cake (30 cm x 12 cm x 10 cm)

Tips

A round (Ø 24 cm) or ring mold (Ø 22-24 cm) can also be used

Alternatives

Instead sprinkling the dough with sugar before baking, it is also possible to use icing sugar once the cake is cooked and cooled.

Preparation

1. Pre heat the oven at 180°C. Butter and line the mold.
2. Put sugar, orange and eggs in the mixing bowl and heat 3 min/37°C/speed 5.
3. Add sunflower oil and yogurt et mix 5 sec/speed 4.
4. Add the baking powder farine, la poudre à lever et le sel, mélanger 15 sec/vitesse 3.
5. Pour the mixture into the mold and sprinkle the surface with Sugar. Bake for 30 to 45 minutes at 180° and leave to cool for 10 minutes in the mold. Unmold the cake and let it cool completely on the baking rack. Serve once the cake has completely cooled.



How to nurture the **customer journey**

Last quarter's Copy with Pride session was a resounding success! Brandon Phuan from the Philippines kicked things off with valuable insights into their 2024 plans and Advisor training approach. Following him, Mollie Hill from The Mix Australia took the stage. Her presentation, "Using Email to Nurture the Customer Journey," was informative, inspiring, and precise, capturing the participants' full attention. Below are the key points from Mollie's presentation. Don't hesitate – copy with pride!

The power of email

Email is an owned channel that facilitates efficient communication, relationship building, and engagement. It guides customers through their journey with personalized content. In Australia, emails support Consultants by highlighting Thermomix® possibilities, sharing useful content like meal plans, and fostering brand loyalty and trust.

Campaign Emails

Campaign emails promote new product launches, offers, and key messages to the full database, utilizing segmentation.

- Examples: Product launch, offers, monthly editorial newsletter

Automated Emails

Triggered by first-party data based on events in the customer journey:

- Welcome Series
- Post Cooking Demo
- TM6 Post Purchase

Supporting the E-Commerce Store

TheMix Shop, Australia's e-commerce store, uses email to enhance the customer journey with cross-sell and up-sell opportunities.

- Examples: Campaign for TheMix Shop, lifecycle communications

Tips:

- Build your database to encourage email sign-ups
- Use segmentation



Measuring Results

Email offers a high ROI. Measure results for insights and growth.

- **Email stats:**

- Open rates
- Click-through rates
- Transactions
- Revenue
- Conversion rate
- Unsubscribes
- Bounce rate

- **Internal stats:**

- TM6 purchased
- TM6 Leads
- Demo Leads
- Recruitment Leads

Learnings

For a Direct Selling company, Consultants/Advisors are crucial. Australia's experience shows that email drives Consultant sales. Through UTM tracking:

- People click an email, call their Consultant, receive a CL link, and purchase.
- People consult a Consultant, get a CL link, and later purchase prompted by an email.

Despite investments in paid media in Australia and New Zealand, 67% of marketing attributable sales come from email (free).

"67% of marketing attributable sales, come from email,"
Mollie Hill, The Mix Australia



Explore our **THREE exciting new collections on Cookidoo®** for inspiration on what you can achieve with Thermomix® Sensor. Each recipe uses Guided Cooking to take you step-by-step to success.



Getting started

Breads, cakes and more

Meats and fish

Explore Cookidoo®

Book a Demo

themixshop | THERMOMIX® | REWARDS | SHOP

afterpay day SALE

25% OFF*

SELECTED RANGE OF PRODUCTS

Guess what? It's time to shop smart and save BIG with our Afterpay Day Sale. Jump straight in, sale ends 12pm (AEDT) 12th March.

SHOP SALE

NEW, Tasty and Instant with...
Delicious recipe ideas to inspire you
Book a Demo

Hot cross buns
It's that time of the year! Do you
gather with family & friends?
(Check out our recipe book)

Book a Demo

Seasonal produce recipes with...
Delicious recipe ideas to inspire you
Book a Demo

Book of the Month (and more!) can be found for the...
Book a Demo

This is your next step to success

Are you ready to take back control?

Earning your Thermomix® Sensor as a Host Reward is the best way to get your hand on one! Chat to your Consultant about **hosting a qualifying Cooking Demo** with friends and family to **unlock a special price*** that saves you up to \$200 on this must have accessory.

Alternatively, Thermomix® Sensor is available to purchase straight from **themixshop**

Book a Demo

Buy now



HOT REWARD from \$49*

BUY NOW \$249

Kobold





The **Kobold VR7** – first launches
for Kobold Partners in September

More than a household assistant.

A true **domestic companion.**



Core features

- Smart Navigation
- Back to base
- Easy connectivity
- Best in class performance



Performance features

- Auto mode with floor type detection
- Multiple floor cleaning
- Spoken multilingual user prompts in a choice of languages



Wow features

- Object avoidance (for selected objects)
- Fast mapping






VORWERK