



Matrix Pacman Plan

What? Gain ISMS by eating the market share of Permanent color competitors by placing **SoColor** in current Tonal Control + High Riser doors that **do not carry a SalonCentric permanent color**.

When? This is a **FY 2024 plan**, kicking off right now in January during Matrix's G&O!

Why? SoColor beat the SalonCentric permanent color market every month in 2023. For 2024, we've identified that gaining New Partnerships is crucial to keep this momentum going.

Who Is The Target? There are 2.7K Node 5 Salons that have tried Tonal Control and/or High Riser in 2023, spent over \$2.5K on haircolor with SalonCentric, but DO NOT carry a SalonCentric permanent color brand.

Let's convert out their competitive permanent color and place **SoColor**! If we convert all 2.7K salons in 2024, it will **double** our **SoColor** new partnerships vs 2023!

Available Resources?

- ✓ Salon Target List. Complete with 2.7K Tonal & High Riser Salons (Excludes SalonCentric permanent color salons)
 - List can be utilized to support Territory Growth Plan
- ✓ Updated SoColor Benefits PK Messaging
- ✓ Competitive Conversion Charts



How Do We Do It? The powerful partnership of DSMs + SBPs + RE + SBDs.

1. DSMs to work directly with REs + SBDs to strategize how SBPs + REs will leverage the target list.
2. Following DSM + RE alignment, SBPs will request REs to do a "SoColor Power Hour".
 - REs will use Qtrly SoColor Sample Mailing for this demo.
3. Following the Power Hour, if Salon has interest, SBP orders Small Color Sampling and schedules a "Hair Color For All" class in Salesforce.
 - If prospective customer is not in a territory with an RE, SBP can request a Market Day with Matrix Artist
4. For Salons interested in converting, SBPs to present SoColor NUK with bonus NEW! High Riser Offer.
5. SBPs to partner with their SBDs when applicable (on \$15K+ customer potential) to build new partnership agreements and close the conversion.

Color New User Kits Overview

Small New User Kit	Medium New User Kit	Large New User Kit
Salon Price: \$96.00+	Salon Price: \$320.00+	Salon Price: \$480.00+
Purchase 15 - 49 tubes of SoColor, SoColorSync, SoColorCult, SoColorio, CoilColor, TotalControl (Mix & Match, Open Stock)	Purchase 50 - 74 tubes of SoColor, SoColorSync, SoColorCult, SoColorio, CoilColor, TotalControl (Mix & Match, Open Stock)	Purchase 75+ tubes of SoColor, SoColorSync, SoColorCult, SoColorio, CoilColor, TotalControl (Mix & Match, Open Stock)
Receive Free: • HaircolorShade Chart Bundle • (1) Universal Developer • Food For Soft Mask • \$25 Stores Education Voucher • (1) Mini Swatchbook	Receive Free: • HaircolorShade Chart Bundle • (2) Universal Developers • Haircolor+ Lightener Kit (\$117 Value) • Medium Matrix Tools Kit • \$25 Stores Education Voucher • (1) Swatchbook • (1) NEW! High Riser 1lb	Receive Free: • HaircolorShade Chart Bundle • (3) Universal Developers • Haircolor+ Lightener Kit (\$250 Value) • Large Matrix Tools Kit • Private In-Salon Digital Class (\$250 Value) • \$25 Stores Education Voucher • (2) Swatchbooks • (2) NEW! High Riser 2lb
 Up to 33% Savings!	 Up to 41% Savings!	 Up to 49% Savings!

*Choose from SoColor, SoColorSync, SoColorCult, SoColorio, CoilColor, TotalControl, or ColorGloss. ColorGloss is sold separately. ©2019 Color Systems, Inc. All rights reserved.

What's To Come?

- ✓ Target List tracking with Leaderboard dashboard
- ✓ SoColor Competitive Conversion Class during Street Action Meeting on Feb 26th.