

L'ORÉAL  
PROFESSIONAL PRODUCTS

X

DANIEL  
MASON-JONES

# THE WAY TO RETAIL SUCCESS

## Toolkit

2024

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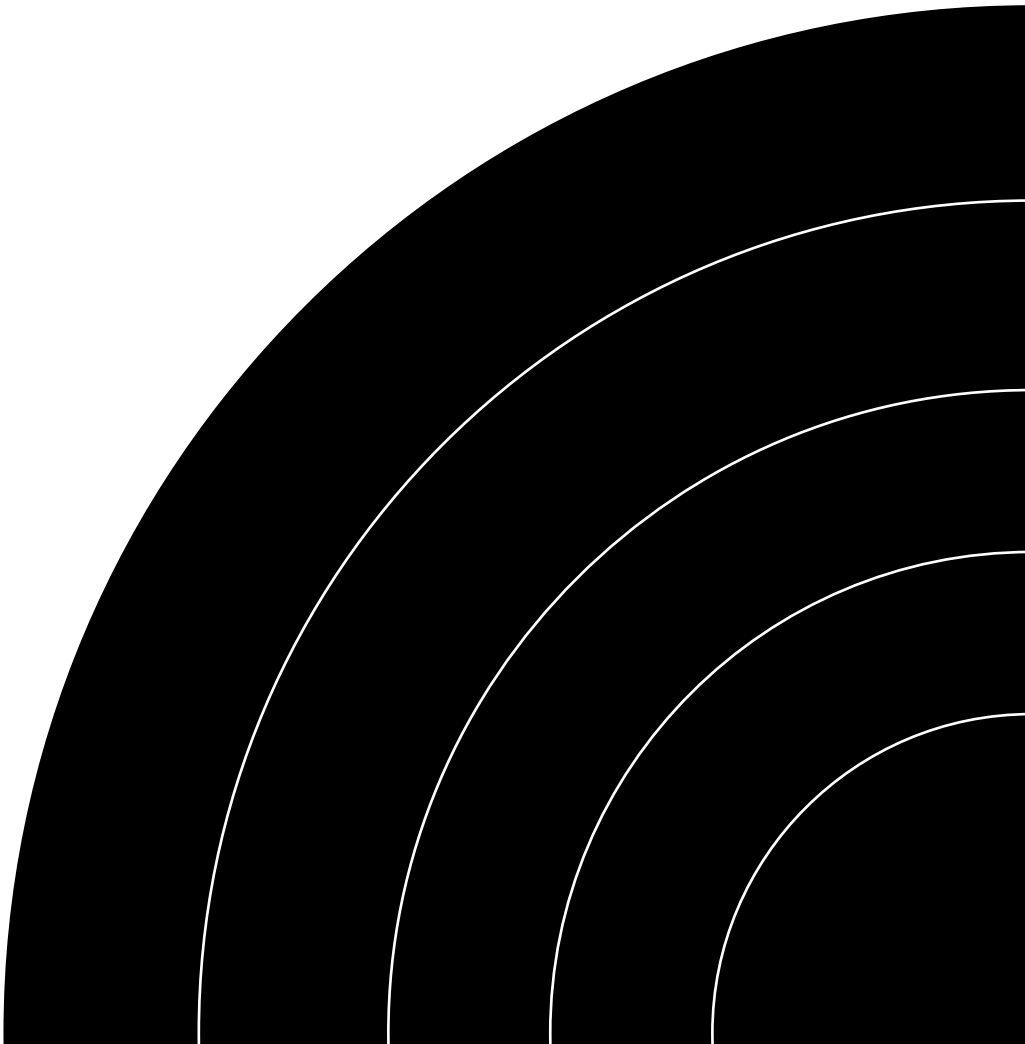
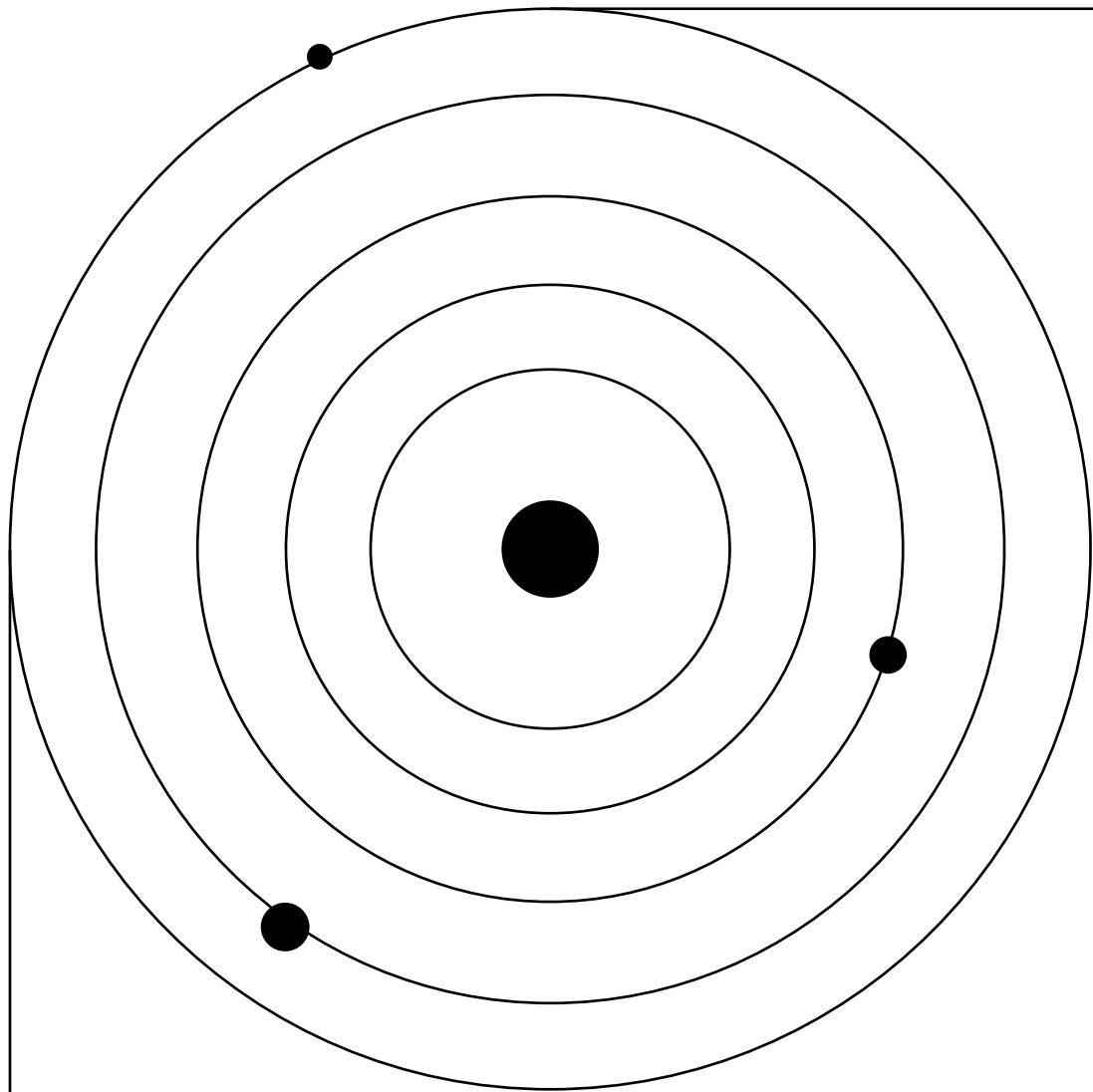
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NEW Initiative

DISCOVER THE WAY TO RETAIL SUCCESS

The Way to Retail Success initiative is designed to inspire stylists with a multimedia toolkit that offers engaging training tools. Created by L'Oréal PPD, in collaboration with Daniel Mason-Jones, this toolkit shares essential retailing best practices and practical tips to effortlessly blend these strategies into their everyday life behind the chair.

Digital Version

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THE WAY TO RETAIL SUCCESS

1

PRE-APPOINTMENT CONFIRMATION

When confirming the appointment, remind your client to check if they are running low on products. Also, suggest they come with hair questions so you can help improve their daily styling.

2

WELCOME & EXPLORE

Welcome your client, make them feel special – smile! Invite them to shop around and point out special promotions.

3

PERSONALIZED CONSULTATION

Together, you and your client will discuss their dream hair and your style recommendations. Share your plan, what products you will be using and why you specifically selected those for them.

4

SHAMPOO & RELAX

Pamper your clients with their favorite L'Oréal hair products. Again, share what you are using, why you selected them, and any special techniques.

5

SERVICE & STYLE

Ask your client how they typically wear their hair and offer personalized styling tips and must-have L'Oréal products. Encourage your client to use their phone to record you styling their hair so they can recreate the look on their own!

6

CHECKING OUT

Show sincere appreciation for your client. Recap the products you selected specifically for them and how to use them. Make clients feel confident in their purchase by offering follow-up support as needed. Remind them that they “wear” their hair every day, so it’s worth it!

7

BUILD YOUR BUSINESS

Show your talent to your social community by posting the new looks and styles you create.



ROCK RETAIL



Scan to Watch DMJ IN ACTION!

RETAIL HABITS THAT WIN

- Review your client's previous purchases and take some time to **PLAN**. A little organization goes a long way!
- Have a **TEAM HUDDLE**: Share your fave products and promotions with your team.
- Set up eye-catching **MERCHANDISING DISPLAYS** in-salon.
- Boost **IN-SALON PROMOTIONS** by snagging great deals from SalonCentric and passing the savings along to your clients.
- CHECK YOUR NUMBERS**: Aim for 20% retail to service ratio (retail revenue /service revenue).
- SHARE & SHOW**: At every step of the client journey, explain what products you are using, why and how.
- Build a **LOYALTY PROGRAM** by offering your clients rewards and special offers!

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CLICK TO VIEW AND SAVE TO YOUR CAMERA ROLL!

# IN-SALON PRINT DISPLAYS

Post this in your break area to motivate your team! Available in a variety of sizes, the prints include a scannable QR code showcasing DMJ rocking retail success.

LARGE



24" x 36"

MEDIUM



18" x 24"

SMALL



11" x 17"

FLYER

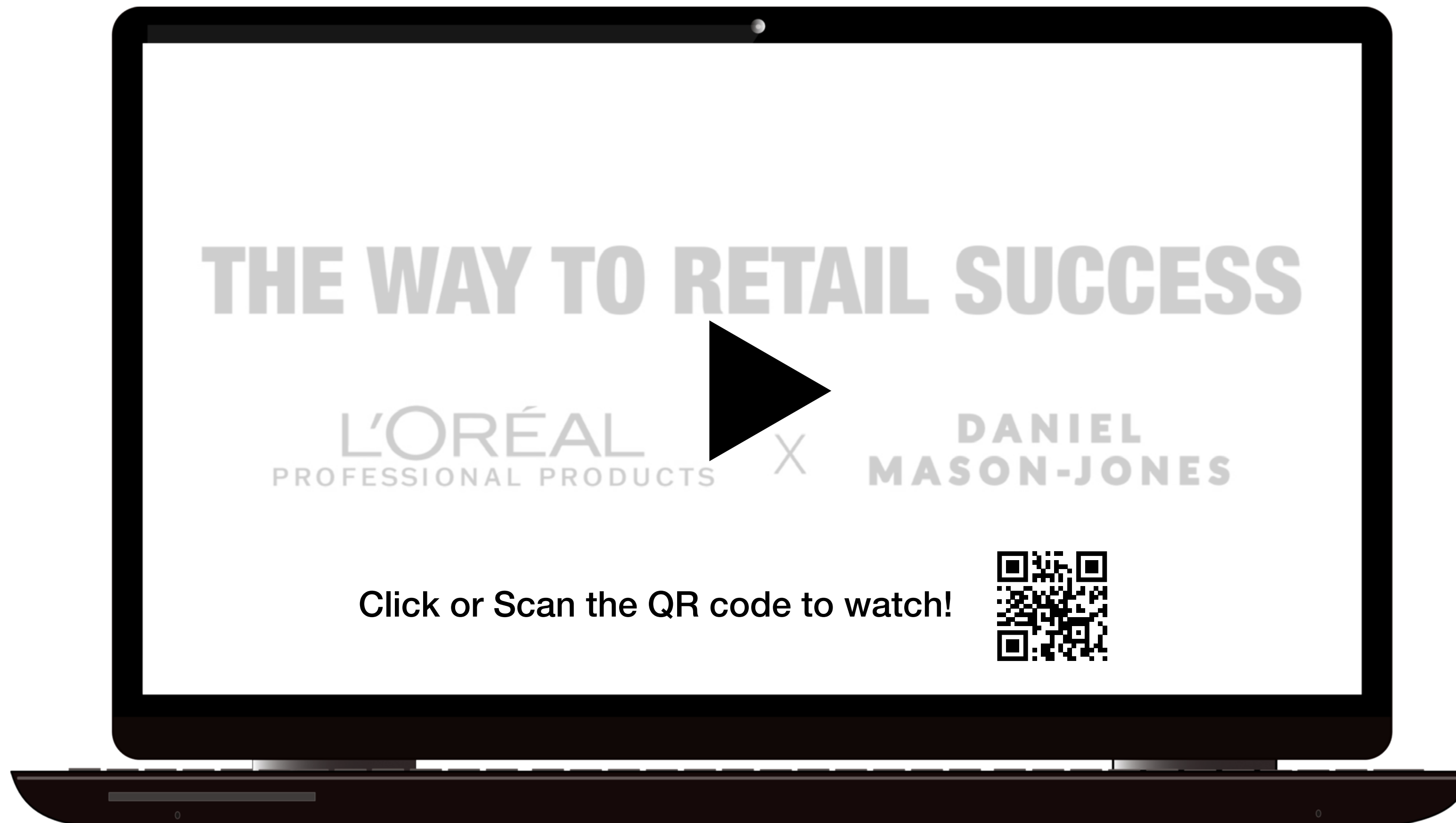


8.5" x 11"



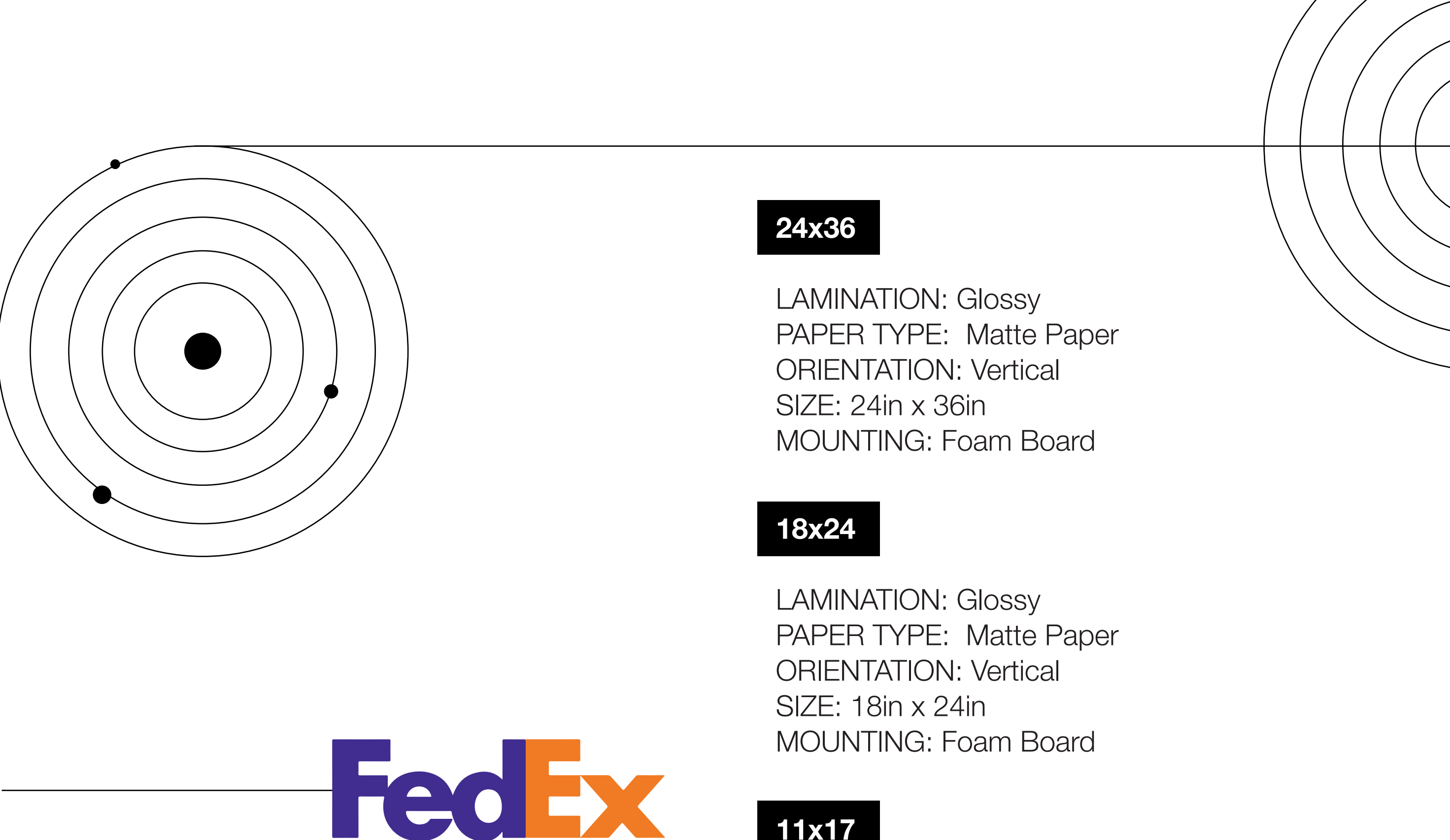
# THE WAY TO RETAIL SUCCESS VIDEO

Click or scan the QR code to catch DMJ in action, rocking the retail world and sharing his top tips for salon success!



"Place your clients phone in the tripod to video the experience and the products you are using."

SHOP THE LOOK  
HERE



### 24x36

LAMINATION: Glossy  
PAPER TYPE: Matte Paper  
ORIENTATION: Vertical  
SIZE: 24in x 36in  
MOUNTING: Foam Board

### 18x24

LAMINATION: Glossy  
PAPER TYPE: Matte Paper  
ORIENTATION: Vertical  
SIZE: 18in x 24in  
MOUNTING: Foam Board

### 11x17

PRINT COLOR: Full Color  
PAPER TYPE: Laser (32 lb.)  
SIDES: Single-Sided  
FOLDING: None  
PAPER SIZE: 11in x17in

### 8.5x11

PRINT COLOR: Full Color  
PAPER TYPE: Laser (32 lb.)  
SIDES: Single-Sided  
FOLDING: None  
PAPER SIZE: 8.5in x11in

# COMPLETE PRINT HOW-TO-GUIDE

## STEP 1: Download Your Poster.

Download the PDF print file from Google Drive as your guide for perfect alignment.

## STEP 2: Select Your Poster Size.

Choose the poster size that best fits your salon space.

## STEP 3: Upload & Verify.

Upload your poster design, making sure that all elements meet the specified requirements to the left.

## STEP 4: Purchase & Pickup.

Finalize your purchase, select a nearby store for pickup, and get ready to enhance your salon with your new poster.

## STEP 5: Frame Your Poster.

Place your printed poster in the frame and hang in your salon!

An abstract geometric design on a black background. It features a series of thin white lines that intersect to form a grid-like structure. A large white circle is positioned at the intersection of a vertical and a horizontal line on the left side. To its right, a smaller white circle is located on a horizontal line. Further to the right, another small white circle is visible. The overall composition is minimalist and modern.

# THANK YOU!

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BRAND ACTIVATION