

The month of love is here!

TURN PROMOS INTO PROFIT

MAKE HEARTS HAPPY

February Sell-Through Guide

TABLE OF Contents

Turn Promos Into Profit

Promos Across Brands
Add-On Services
Consultation Best Practices

Bring To Life In Salon

Timeline/Checklist for Success
Merchandising & Display
Stylist Incentive

Toolkit

Ready-To-Go Signage
Brand Resources
How to Customize with Canva

1

2

3



Turn Promos Into Profit

TAKE ADVANTAGE OF PROMOS

Use savings from SalonCentric promotions to launch client incentives encouraging new add-on services & products.



RECOMMEND ADD-ONS

#1 reason clients don't return?
They aren't recommended
something NEW!

Client retention grows by 30%*
when they try a new service or
purchase retail.

*Source: Summit Salon Business Center



More Profit

February PROMOS!

Lighteners BOGO 50% Off



Suggested Add-On Promotion:
FACE FRAME

PULPRIOT



CLAY LIGHTENER
Levels of lift: 7



#BLONDE AF
Levels of lift: 9



CREAM BLEACH
Levels of lift: 9

REDKEN

5TH AVENUE NYC



UP TO 7
Levels of lift: 7



BLONDE ICING
Levels of lift: 7



FLASH LIFT |
BONDER INSIDE
Levels of lift: 8



FLASH LIFT
POWER 9
BONDER INSIDE
Levels of lift: 9

matrix



LIFT + TONE
Levels of lift: 6



OPEN AIR
PRE-BONDED
Levels of lift: 7



LIGHT MASTER |
PRE-BONDED
Levels of lift: 8



HIGH RISER
PRE-BONDED
Levels of lift: 9

L'ORÉAL

PROFESSIONNEL
PARIS



MAJIMÈCHES
Levels of lift: 5



PLATINIUM PLUS
Levels of lift: 7



MULTI TECHNIQUE
8|WITH BONDER
INSIDE
Levels of lift: 8



BLOND STUDIO 9|
WITH BONDER
INSIDE
Levels of lift: 9



BLOND STUDIO
CLAY 7
Levels of lift: 9

Want To Try HIGHLIGHTS?

Add a
Face
Frame to
your
service
for only
\$XX!



Salon Partner
Logo Here

February PROMOS! Demi-Permanent Color



Suggested Add-On Promotion: GLOSSING SERVICE

ENJOY A
CUSTOMIZED
GLOSS



For ONLY
\$XX
(\$XX Off)
With Any Service

Ask Your
Stylist
TODAY!

Salon Partner
Logo Here



PULPRIOT

ALKALINE

HIGH SPEED TONERS

Free 10 vol developer with
every 3 tubes purchased

L'ORÉAL
PROFESSIONNEL
PARIS

ALKALINE

DIA RICHESSE

20% off

REDKEN
5TH AVENUE NYC

ACIDIC

SHADES EQ

Tiered buy ins with
savings up to 21%

February PROMOS!

Haircare Pricing For EVERY Client



Color Last, Strength Recovery
& Bond Therapy
Buy 2, Get 1 Free



A Curl Can Dream
20% off



Acidic Bonding Concentrate NEW!
16.9oz Sh/Cond up to 30% off
& Acidic Bonding Concentrate
5-Min Mask Try for \$14



HairCare
Buy 3, Get 1 Free



Absolut Repair Molecular
15% off

Suggested Add-On Promotion:



XX% OFF HOMECARE

WHEN YOU TAKE
YOUR STYLIST'S
RECOMMENDATION

**Salon Partner
Logo Here**

Recommend Add-Ons With Consultation

Listen to your clients' beauty goals
and give them their dream hair by recommending new services and products during the CONSULTATION!

Check out our consultation best practices!*

- ✓ Start consultation sitting opposite your guest – eye level & face-to-face
- ✓ Ask open-ended questions ('what', 'why', 'how'). Listen and rephrase
- ✓ Inspire your guest with images (IG, Pinterest, trends)
- ✓ Be clear about the time it will take and the price
- ✓ Present products that will be used for the service



Want to improve your consultation technique?*

Check out conversation starters, effective questions and ways to make recommendations.

[CLICK HERE](#)



PLAN FOR SUCCESS

Timeline & Checklist

1ST WEEK OF FEBRUARY: INVESTMENT

- Purchase into SalonCentric deals
- Review Ready-To-Go Signage for in-salon promotions (pg. 10)
- Decide which promotions to run and use relevant signage & digital content from toolkit
- Purchase in-salon display & merchandising items (pg. 7-8)
- Set up stylist incentive (pg. 9)
- Review relevant digital education on L'ORÉAL ACCESS [CLICK HERE](#)

FEBRUARY-MARCH: EXECUTION

- Set up display
- Put out signage
- Post digital content
- Launch promotions & incentives

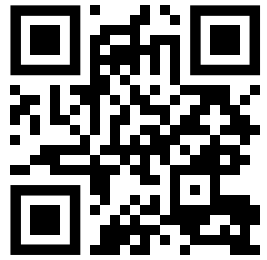
MID-MARCH: REVIEW

- Take down signage & merchandising
- Review success of add-on services and retail promotions
- Award prize for stylist incentive
- Discuss wins & learnings with your team



Scan or Click Here
to Download Your
Printable Checklist

Table Display



Shop the look here!

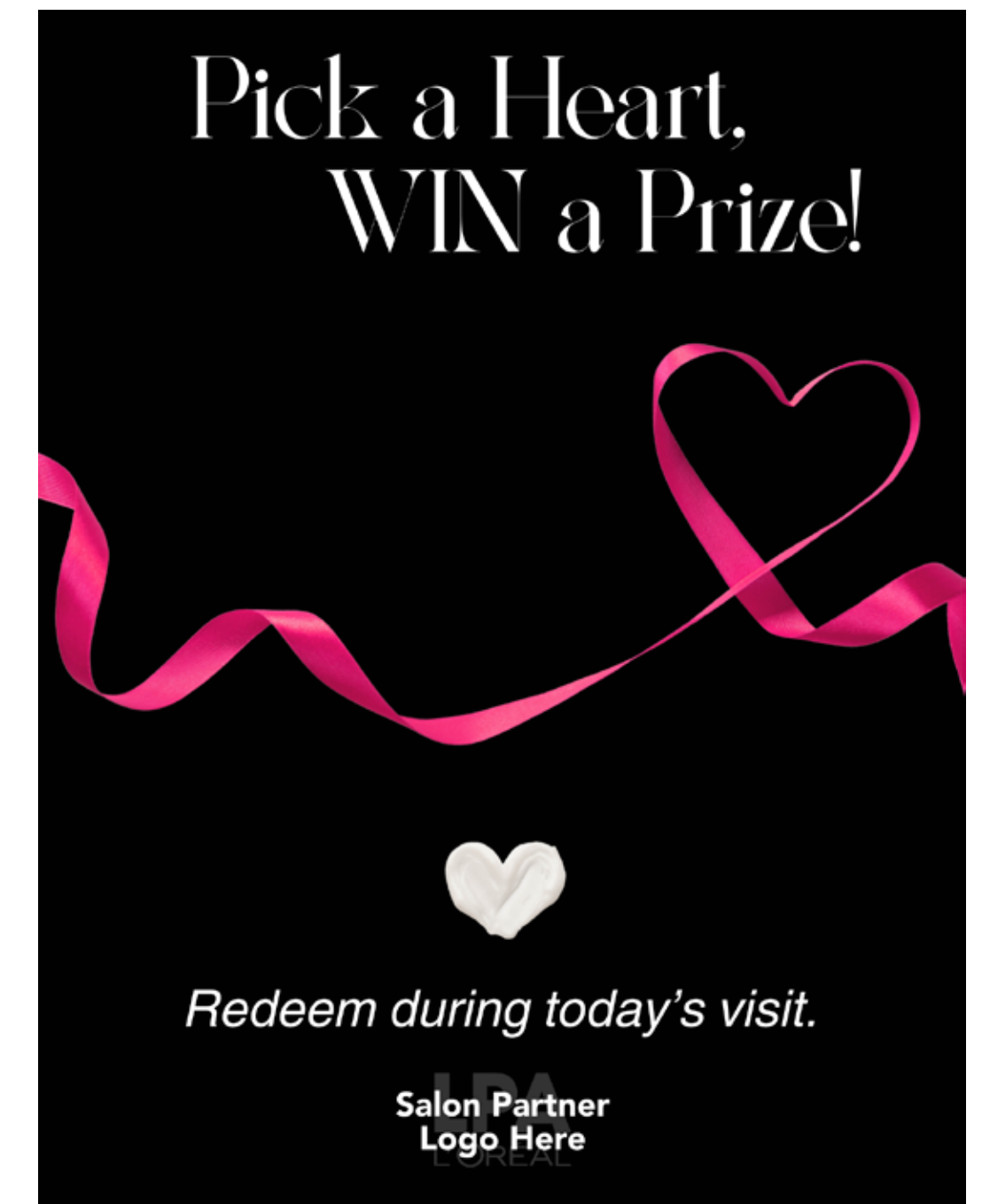
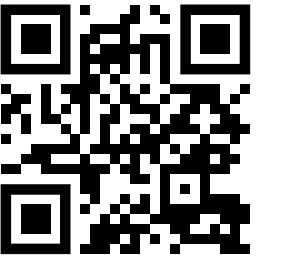


Give clients a new chance to win with every item purchased.



Shelf Display

Shop the look here!



Write a prize on the back of each heart
(e.g. \$5 off retail).

At check-in, invite clients to pick a heart.
Prize to be used same day.
Everyone is a winner!

ADD-ON SERVICES

Stylist Incentives

LAUNCH A STYLIST INCENTIVE TO:

- ♥ **Generate incremental income for you and your stylists**
- ♥ **Get more comfortable with recommending add-ons**
- ♥ **Introduce clients to NEW looks**
- ♥ **Have FUN!**

FOR COMMISSION SALONS

Reward a prize to whomever performs the most add-on services

Key to Success:

Choose a Prize everyone will be excited about. Schedule a team meeting to find out what that is (e.g. paid day off, gift card, charity)

FOR SELF-EMPLOYED STYLISTS

Set a goal for number of add-on services performed and treat yourself to a prize when you reach your goal

USE LEVEL LOYALTY POINTS TO PAY FOR THE PRIZE.

Not enrolled?

[CLICK HERE TO SIGN UP TODAY](#)

SHARE THE LOVE

Ready-To-Go Toolkit

Access Assets on the Next Slide!

CONSULTATION TOOLS



Mirror Cling



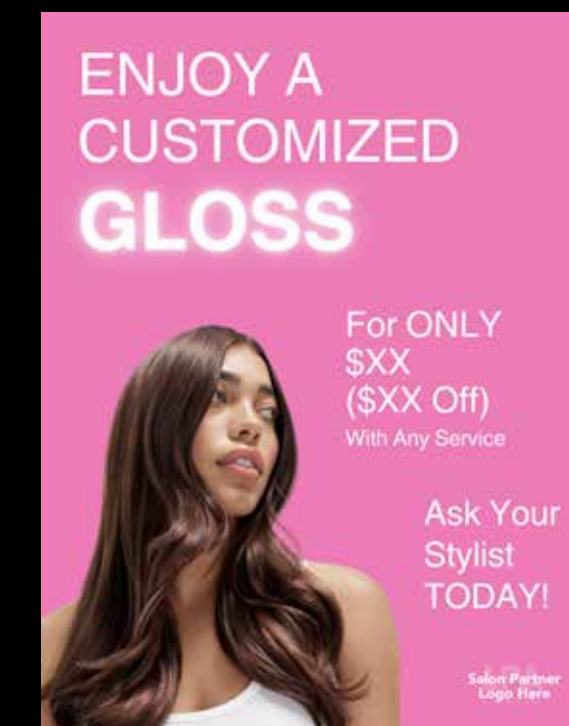
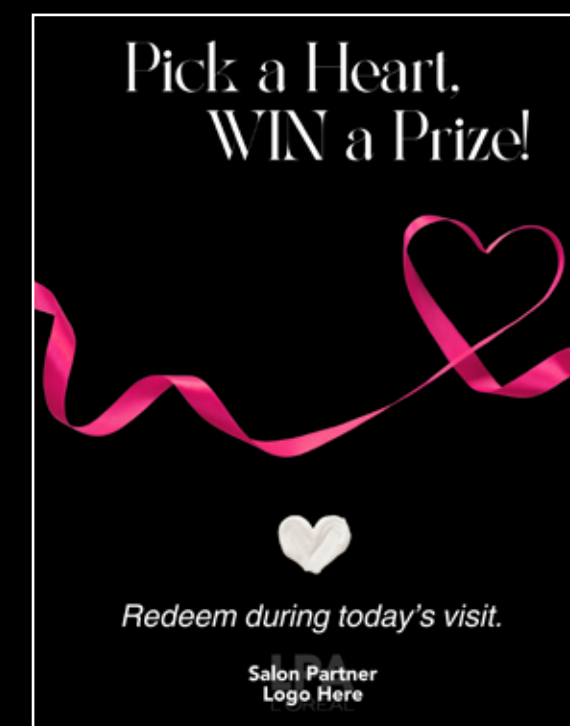
Active Clients



Lost Clients



PROMOTIONAL CONTENT



SHARE THE LOVE

Ready-To-Go Toolkit

Click or Scan the QR Codes Below!



8.5x11 Easel Signage



5x7 Easel Signage



Insta Stories



Insta Posts



FaceBook Posts



4.25 x 9 Service Menu



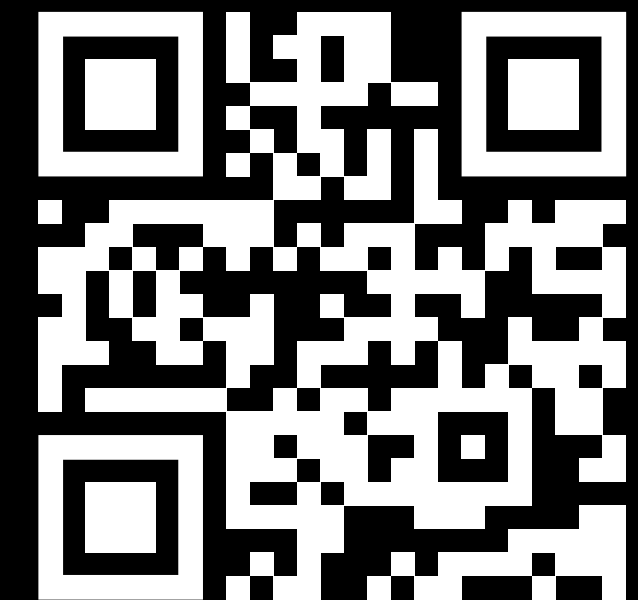
E-Blast Newsletter
Active Clients



E-Blast Newsletter
Lost Clients



Mirror Cling



Product Imagery
*to help customize
signage*

MADE WITH LOVE

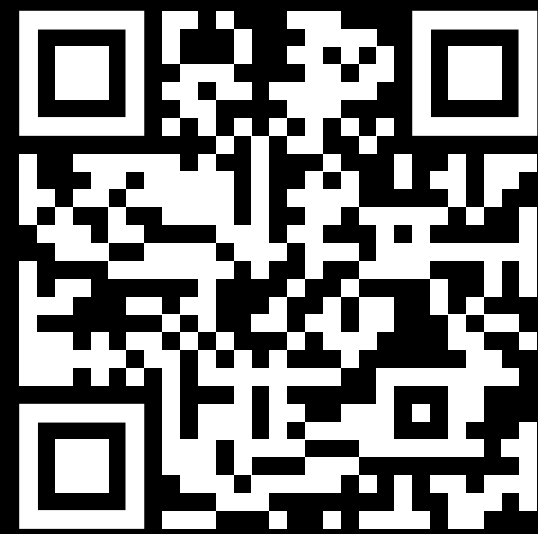
Brand Support

Click or Scan
the Brands
Below!



Biolage

Color Last, Strength
Recovery & Bond
Therapy
Buy 2, Get 1 Free

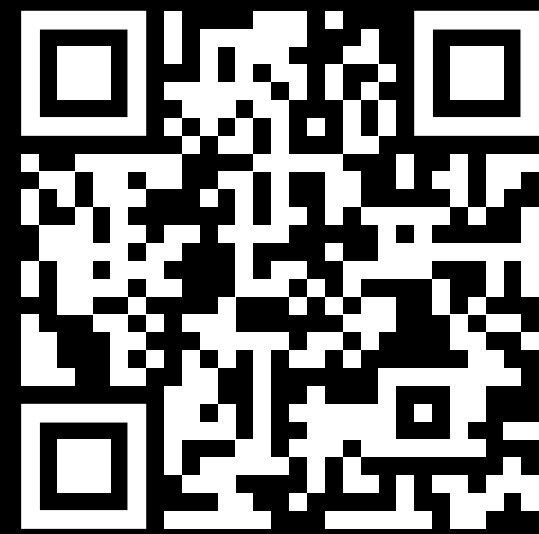


L'Oréal Professionnel

Lightener BOGO
50% Off

Dia Richesse 20% Off
ARM 15% Off

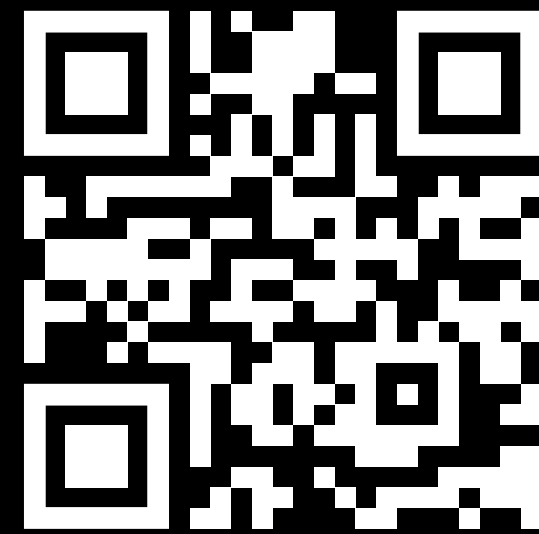
New! Inoa Black
Abyss



Matrix

Lightener BOGO
50% Off

A Curl Can Dream
20% Off



Mizani

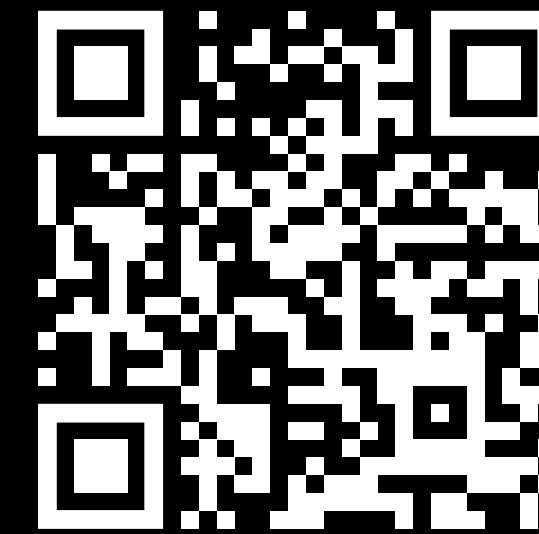
30% Off Smoothing
Services



Pulp Riot

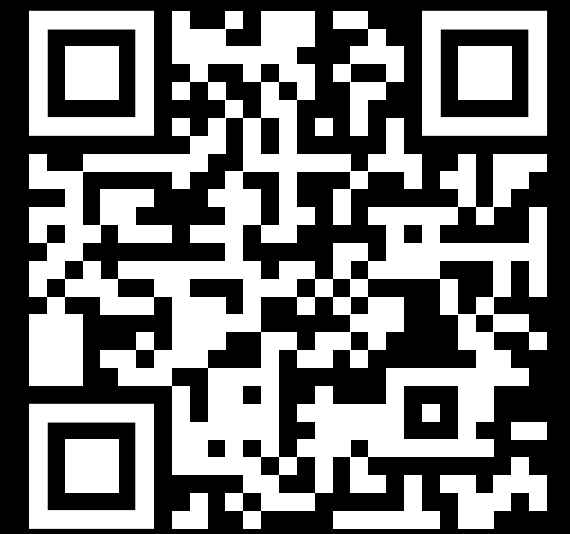
Lightener BOGO
50% Off

HST: Free 10 Vol. Dev
W/ Every 3 Tubes
Purchased



Pureology

Buy 3, Get 1 Free
Haircare



Redken

Lightener BOGO
50% Off

NEW! ABC 16.9oz
Up To 30% Off

ABC 5-Min Mask Try
For \$14

Shades EQ Up To
21% Savings

How To Use The Ready-To-Go Toolkit On Canva

ACCESS THE SIGNAGE AND COMMUNICATIONS IN THE TOOLKIT ON PAGE 11

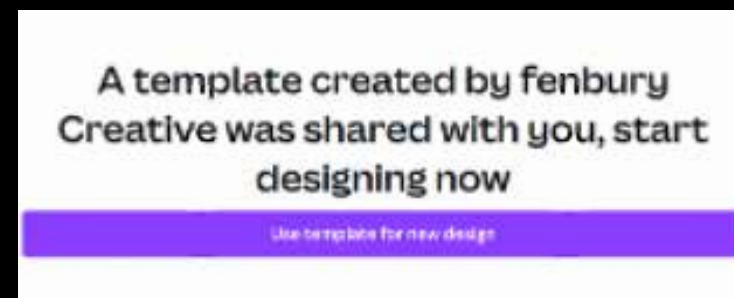
Step 1

ON MOBILE/LAPTOP:
Click on the QR code of the tool needed, e.g., 8.5x11 Easel Signage.

FROM PRINT:
Scan the QR for the tool needed.

Step 2

You will be taken to Canva.
Click on “USE TEMPLATE FOR NEW DESIGN”



Step 3

Log into Canva.
Don't have an account? Either sign up for a free trial OR log in via google, facebook, etc.

Step 4

Click on the icon in the bottom right corner to view all of the available signage.



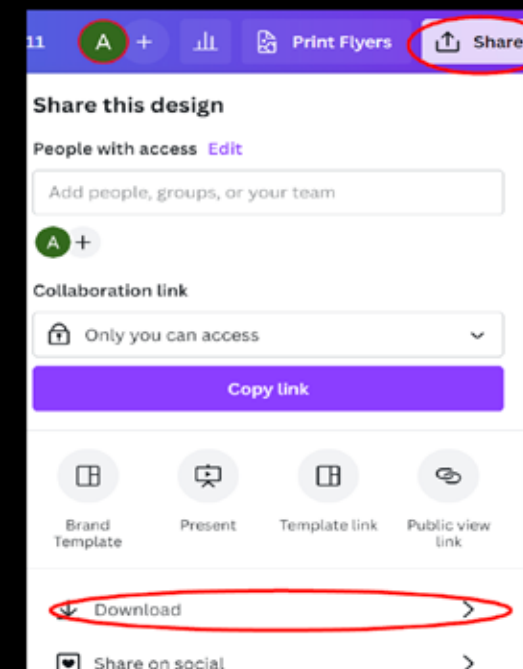
Step 5

Double click on the asset you would like to edit and personalize.
To swap out product images and find what you need, click/scan PRODUCT IMAGERY on pg. 11

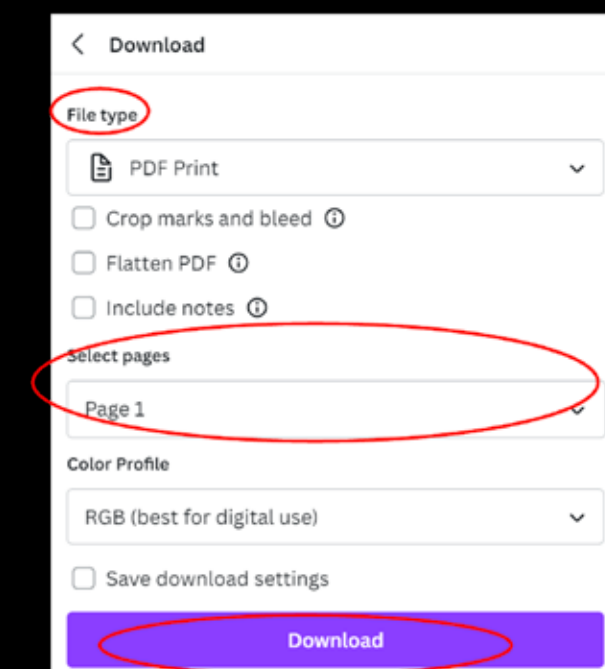
Step 6

To save the signage once you are done customizing:

- Click “Share” on the top right corner
- Click “Download”



- Select “File type” based on needs
- To save down ONLY the specific signage you customized, enter those page numbers under the “Selected pages” drop down
- Press “Download”



XOXO



L'ORÉAL
PROFESSIONAL PRODUCTS