
BUSINESS ALERT $ BUSINESS ALERT $
L'ORÉAL
PARTNER SHOP
THIS HOLIDAY SEASON
MAXIMIZE YOUR RETAIL SALES
L'ORÉAL PROFESSIONNEL
Professional hair protocol for anti-breakage
REDKEN
BONDING
CONCENTRATE
shu uemura
KÉRASTASE

THE HOLIDAY SEASON IS THE MOST IMPORTANT RETAIL PERIOD OF THE YEAR – AND THE PERFECT OPPORTUNITY TO BOOST YOUR SALON RETAIL SALES. OUR EXCLUSIVE HOLIDAY GIFTBOXES HELP YOU TURN EVERY SALON VISIT INTO A RETAIL OPPORTUNITY.

SPECIAL TIP

INSERT LOCAL STYLIST QUOTE

NAME
TITLE

INSERT PHOTO

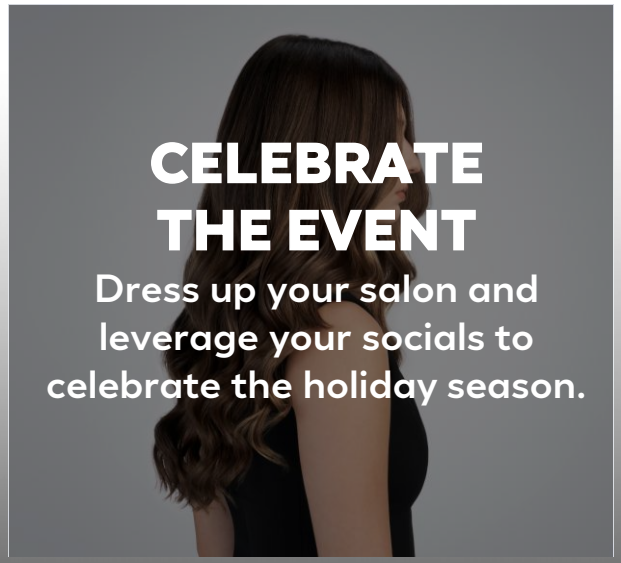
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READY FOR THE HOLIDAY SEASON?

MAXIMIZE YOUR SEASONAL REVENUE

3 SIMPLE STEPS TO MAKE THIS HOLIDAY SEASON A REAL SUCCESS IN SALON!

PIMP YOUR SALON & SOCIALS



CELEBRATE THE EVENT

Dress up your salon and leverage your socials to celebrate the holiday season.

BOOST SERVICES



UPSKILL YOUR TEAMS

by leveraging our trainings and masterclasses on sales and retail merchandising.

THINK RETAIL



HOST A SALES CHALLENGE

to incentivize your teams and maximize retail sales this holiday season.

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CELEBRATE THE EVENT

MAXIMIZE VISIBILITY IN SALON AND ON SOCIALS



HIGHLIGHT GIFTBOXES IN YOUR WINDOW AND IN SALON



HIGHLIGHT SPECIAL OFFERS AND ADDITIONAL GIFTS



MAKE SURE YOU OPEN THE COFFRETS TO SHOWCASE THE CONTENT



REPOST BRANDED CONTENT ON YOUR OWN SOCIALS



CREATE YOUR OWN CONTENT AND POST SPECIAL OFFERS

LEVERAGE ASSETS PROVIDED BY BRANDS

SALON

SOCIAL MEDIA

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UPSKILL YOUR TEAMS

MAKE SURE YOUR STYLISTS GET THE RIGHT TRAINING TO BOOST YOUR RETAIL REVENUE



THE ART OF GIFTING

E-LEARNING

CREATED BY NORDICS EDUCATION TEAM

Learn and understand your clients' gifting needs and motivations, effective questioning and listening techniques.

ACCESS HERE

ACCESS
L'ORÉAL

LE
MERCHANDISING

RETAIL SALES

BUSINESS TALKS

CREATED BY FRENCH TEAM

How to efficiently present your product and service offer in salon? Discover the rules and greatest tips on salon merchandising.

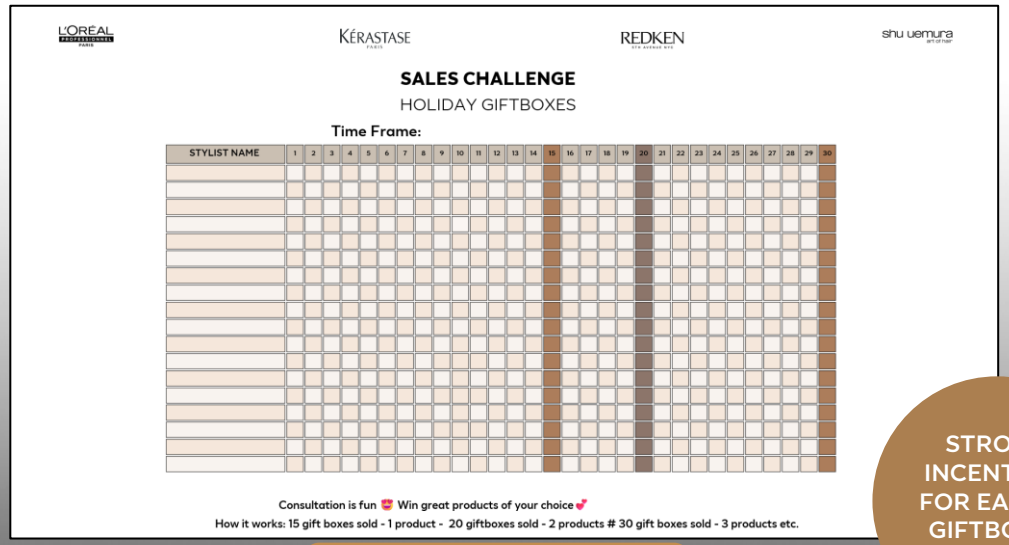
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HOST A SALES CHALLENGE

MOTIVATE YOUR TEAMS TO WIN THE HOLIDAY GIFTBOXES SALES COMPETITION



L'ORÉAL PROFESSIONNEL PARIS · KÉRASTASE PARIS · REDKEN 5TH AVENUE NYC · shu uemura ART OF HAIR

SALES CHALLENGE

HOLIDAY GIFTBOXES

Time Frame:

STYLIST NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Consultation is fun 😍 Win great products of your choice 💕

How it works: 15 gift boxes sold - 1 product - 20 giftboxes sold - 2 products # 30 gift boxes sold - 3 products etc.

ASK YOUR BUSINESS PARTNER FOR THE SALES COMPETITION SHEET

STRONG INCENTIVES FOR EACH 15 GIFTBOXES SOLD!

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