

# RETAILING RIGHT WITH L'ORÉAL

EXPERIENCE WHAT HAPPENS WHEN THE RIGHT PRODUCT  
OFFERING MEETS SUCCESSFUL RETAILING PRACTICES.



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# 01 EDUCATION TO INSPIRE SALES

Once you upskill with product knowledge, educate your clients on what is best for them.

**TIP** Schedule regular team huddles. Have everyone contribute - share a favorite product or a way they have successfully educated clients. Use these huddles to celebrate, upskill and motivate!

Salons that  
are committed  
to education  
**GROW 10%**

## 1 PRODUCT & TECHNIQUE

24/7 Education  
L'ORÉAL ACCESS

Customized Education  
LEVEL LOYALTY



CLICK HERE  
FOR ACCESS



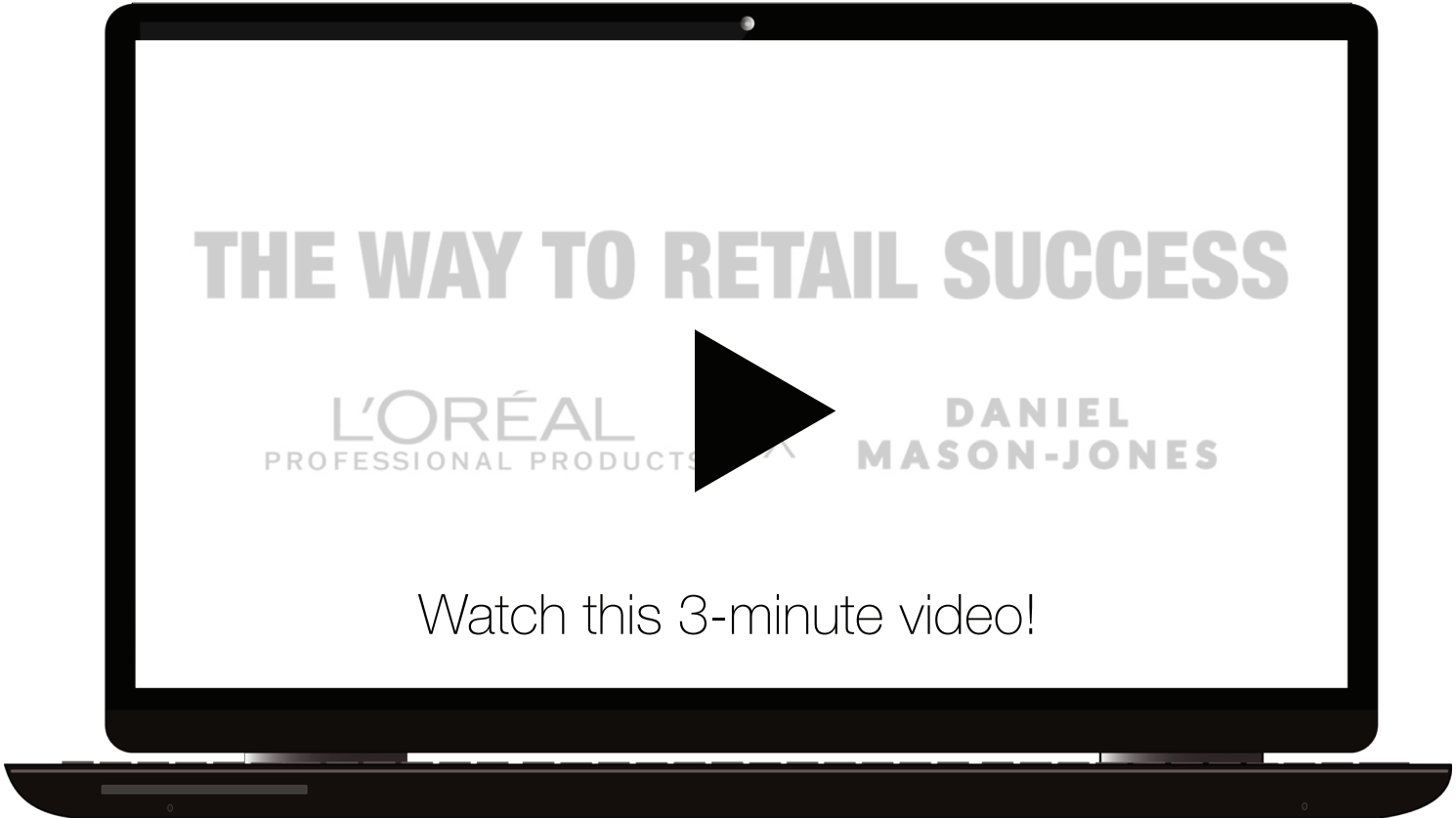
CLICK HERE FOR  
LEVEL LOYALTY

## 2 THE WAY TO RETAIL SUCCESS

Learn how Daniel Mason-Jones educates his clients  
and personalizes each appointment.



CLICK &  
DOWNLOAD



PLAY NOW

# 02 CREATE AN IRRESISTIBLE RETAIL AREA

Effective merchandising can increase sales by up to 30%\*

## TIPS FOR ANY SPACE

Incorporate branded elements, shelf easels and informative visuals to attract and educate clients.

Clients will spend more time in a retail area where they can explore and interact.

Maximize space with nesting tables and focal point displays.



**DID YOU KNOW?**  
Sales increase 140% for products featured on a digital screen. Learn more with

**INOVSHOP**



# 03 WIN AT THE BACKBAR

87% of salon guests say having their hair shampooed is their favorite moment of the visit.  
70% won't return if they don't enjoy it.\*

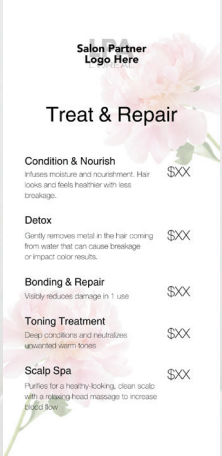
## 1 SHAMPOO SERVICE UPGRADE

Offer an upgrade—a scalp massage, hot towel treatment, or conditioning treatment—and speak to the benefits.



## 2 TREATMENT MENU

Present an enticing menu to your client.



## 3 EDUCATIONAL VISUAL

Display visuals that educate your clients about services that solve their hair challenges.



# 04 OFFER CLIENT PROMOTIONS

Pass on the savings from distributor promotions to be competitive yet profitable.

## Access Service Menus & Promotional Signage

**CLICK HERE**

# 1 SERVICE MENUS

## 2 CLIENT PROMOTIONS

## 3 FUN, FESTIVE IDEAS

The image displays a professional salon menu layout. The main menu is titled "Glow Up Menu" in a large, pink, cursive font. A pink circular badge in the top left corner indicates a price of "\$15". The menu is organized into sections: "INSTANT REVIVAL LIQUID MASK", "FOOD FOR SOFT TREATMENT MASK", "GLAZING QUEEN MASK", and "A CURL CAN DREAM MASK". Each section includes a brief description of the service. A section titled "Ask About Receiving a FREE Service" is also present. The menu is framed by a pink border with a white, textured, brushstroke-like pattern. To the right, there is a section for "FINISH" and "SERVICES" with corresponding prices. The "FINISH" section lists prices for different services, and the "SERVICES" section lists prices for Partial Highlights, Full Highlights, and Balayage. The bottom of the menu features the text "SALON" in a large, bold, black font, with a small "p" above it. The overall design is clean and modern, with a focus on pink and white colors.

**\$15**

# Glow Up Menu

**INSTANT REVIVAL LIQUID MASK**  
Strengthens mega damaged hair from the inside, softens and smooths on the outside

**FOOD FOR SOFT TREATMENT MASK**  
Replenishes hydration in even the driest and most porous hair

**GLAZING QUEEN MASK**  
Super gloss protecting mask to protect your color's inner glow & boost its outer glow

**A CURL CAN DREAM MASK**  
Deep hydrating mask that preserves curls and coils

Ask About Receiving a **FREE** Service

Your Salon Logo Here

**FINISH**

**SERVICES**

Partial Highlights \$45  
Full Highlights \$30  
Balayage \$200

**SALON**

(123) 456-7890  
www.yoursalon.com  
info@yoursalon.com

GET SALON HAIR

*at home*

15% OFF  
STYLIST FAVORITES

ASK FOR YOUR PERSONALIZED  
BUNDLE TODAY

Your Salon  
Logo Here

Travel  
STYLE

CONSULTATION!  
Essentials | Post-Trip Revival

20% Off

Travel Kits for Gorgeous Hair on the Go!

Your Salon  
Logo Here

Pick a Heart.  
WIN a Prize!

Redeem during today's visit.

Salon Partner  
Logo Here

Spring Your Hair Back to Life!

SHOP  
SMALL

20% OFF  
STYLERS

# 05 INCENTIVIZE YOUR TEAM

Incentivizing your stylists will boost motivation, improve team morale and align stylists' individual goals with overall salon goals.

**PRIZE IDEAS** Gift basket, Cash, Gift Card, Paid Day Off, Education Opportunity, 1st Choice Of Walk-ins.

## BINGO

|                                    |                                        |                                                       |                                             |                                           |
|------------------------------------|----------------------------------------|-------------------------------------------------------|---------------------------------------------|-------------------------------------------|
| Pre-book client's next appointment | Sell travel size products              | Perform a first-time color service for a color newbie | Scalp treatment                             | Make a T5/T6 hair tutorial                |
| Sell a Shampoo & Conditioner       | Post your work to social media         | Sell hairgrip                                         | Repeat your co-workers work to social media | Perform a glossing service                |
| Sell a gift card                   | Like a co-workers post on social media | FREE SPACE                                            | Perform a custom lightning service          | Client referral                           |
| Upgrade a service with an add-on   | Sell a Styling Product                 | Perform a glossing service                            | Sell a gift card                            | Pre-book client appointment               |
| Recommend a full home care regimen | Sell conditioner                       | Special occasion hairgrip                             | Perform a deep treatment                    | Create a post with another stylist/Collet |

## STYLIST BINGO

Go for full card black out!

[LINK TO BINGO CARD](#)

## TOP SELLER SHOWDOWN LEADERBOARD

| Stylist              | Number of Products Sold |
|----------------------|-------------------------|
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |

## TOP SELLER SHOWDOWN

Post a leaderboard in the break area to keep track of product sales.

[LINK TO LEADERBOARD](#)

## SALES STARS: PARTNER EDITION LEADERBOARD

| POWER PAIR           | Number of Products Sold |
|----------------------|-------------------------|
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |
| <input type="text"/> | <input type="text"/>    |

## PAIR UP PROGRAM

Help stylists learn from each other by pairing up stylists with higher and lower retail to service (RTS) ratios.

[LINK TO LEADERBOARD](#)

## DEAL ME IN



### \*Fun For Clients & Stylists\*

Clients draw a card with every retail purchase:

Cards 1-10 = 10% Savings  
Jack, Queen, or King = 20% Savings

The stylist then keeps that card.  
At the end of the week, the stylist with the best poker hand wins a prize!

# 06 GET SOCIAL

Put a face to your salon, connect with your clients, and build a thriving brand.

Created in partnership with the  
salon digital marketing experts at

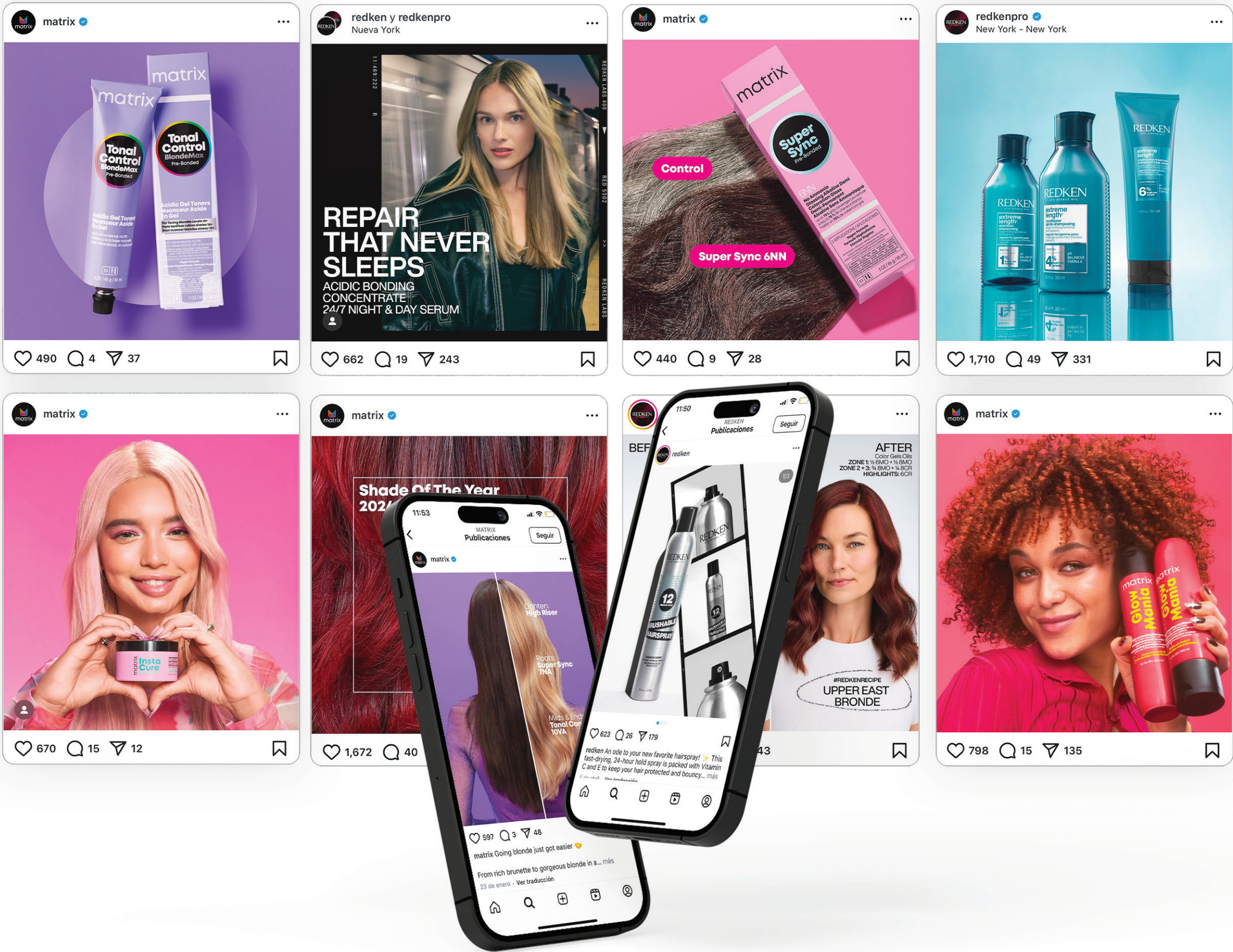
Glammatic

Access FREE online health  
check and digital marketing  
audit with Glammatic.

CLAIM MY FREE AUDIT

As you introduce your new product lines, use these 10 Tips from the digital marketing experts at GLAMMATIC:

- 1 Respond to DMs with personalized videos
- 2 Offer “Virtual Hair Consultations” and invite followers to DM you pictures
- 3 Humanize your brand with “Behind-the-Scenes” stories
- 4 Ask Clients for feedback on their visit via Polls and DMs to continue engagement
- 5 Post Mini “Instagram-Only” Hair Tutorials



- 6 Position your salon as a trendsetter by posting monthly ‘Trending Hair Looks’ roundups tagging clients & stylists
- 7 Use geo-targeted hashtags like #YourCityHair or #YourCitySalon for local exposure
- 8 Create “Save-Worthy” Educational Content
- 9 Pin Your Best-Performing Posts
- 10 Run Exclusive “DM-Only” Promotions

# 07 KNOW YOUR METRICS

| <div></div> |                                                                     |                            |   |                    |                                               |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------|---|--------------------|-----------------------------------------------|
| 1<br>ASSESS<br>SUCCESS                                                                         | RETAIL<br>PRODUCTIVITY                                              | Retail<br>Revenue          | ÷ | Service<br>Revenue | = Retail To Service<br>“RTS”<br><br>Goal: 20% |
|                                                                                                | RETAIL<br>FLOW ORDERS                                               | Prior Week<br>Retail Sales | × | 52%                | = Retail \$ Order                             |
| 2<br>INVENTORY<br>MANAGEMENT                                                                   | RETAIL<br>PROMO ORDERS<br><small>Double for Holiday Promos!</small> | #Guests/<br>Month          | × | 9%                 | = #UNITS                                      |
|                                                                                                |                                                                     | 2 Months<br>Revenue        | × | 1%                 | = \$ BUDGET                                   |



Summit’s Retail Revolution will help refresh your mindset, renew your retail conversation, and engage more salon retail buyers.

CLICK HERE TO  
LEARN MORE



L'ORÉAL  
PROFESSIONAL PRODUCTS