

THE BEST OF THE BEST PROMOTIONS

BRAND
ACTIVATION

LORÉAL PROFESSIONAL PRODUCTS





**Leverage retail
and service
promotions**
to foster **client
loyalty**, boost
profitability, and
secure sustained
growth and
success.

TRANSFORM YOUR SALON INTO A HIGH-GROWTH BEAUTY DESTINATION



PROFESSIONAL
EXPERIENCE
+
SUPERIOR PRODUCTS



Salon-exclusive
experience with
trusted products.



INNOVATIVE
OFFERINGS
+
LATEST TRENDS



Varied **services**,
curated **menus**, and
promotions for new
offerings.

=



BEAUTY
DESTINATION



Top-notch results,
happy clients,
enhanced
reputation, and
loyal clients!

ONE APPOINTMENT, TWO OUTCOMES

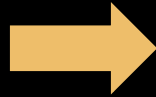
WHAT 15 EXTRA MINUTES CAN DO

Standard
Appointment

\$80

60 Minutes

Core Service
\$80



Enhanced
Appointment

\$135

75 Minutes

Core Service
\$80

15-Minute Express Treatment
Gloss, Mask, Scalp Care, etc.
+\$30

Take-Home Care
Supports and protects the
service
+\$25



Why This Works
(no “selling” needed)

- **53%** of Clients are open to trying **new services**
- Express treatments = **high return**
- Clients are **3x more likely to come back** when they maintain the results at home with retail



Contents

/01.

RETAIL PROMOTIONS

in collaboration with summit salon little black book of promotions

Pg. 06

/02.

SERVICE PROMOTIONS

pamper clients with unforgettable services and compelling offers

Pg. 16

/03.

SEASONAL MOMENTS

elevate your salon season to season, showcasing inspiring displays and rolling out enticing incentives

Pg. 25

/04.

MERCHANDISING

redefine your retail experience with captivating displays and products to drive your sales

Pg. 35

/05.

STAFF INCENTIVES

energize the team with some friendly competition, allowing stylists a chance to win prizes

Pg. 41

/06.

REFERRAL & LOYALTY

drive long-term retention with an incentive program to reward existing and new clients

Pg. 44

/01.

RETAIL PROMOTIONS

Here are some great (and easy) tips to help drive retail sales in your salon!

*In Collaboration with Summit Salon
Little Black Book of Promotions*

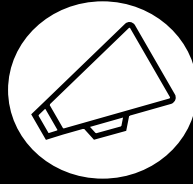


RETAIL PROMOTIONS EXECUTION CHECKLIST



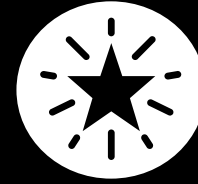
PREPARE

- ☐ Review product knowledge and talking points
- ☐ Set team goals and review promotion details
- ☐ Post stylist incentives and competition leaderboard in break area
- ☐ Review and select relevant signage from Best of the Best and/or Salon Insider Magazine



PROMOTE

- ☐ Post social content
- ☐ Send emails featuring current retail promotions and product launches
- ☐ Print retail promotion signage
- ☐ Purchase merchandising display items



EXECUTE

- ☐ Create an inviting atmosphere with décor
- ☐ Take before and after images and share results on social
- ☐ Send thank you email to clients with bounce back offer

DO GOOD, FEEL GOOD, LOOK GOOD!

Partnering with charitable causes and fundraisers.



Identify Your Cause

Choose a cause that resonates with your salon and your clientele.



Create Signage

Design in-salon and social media signage indicating your donation amount per retail product sold.

YOUR WHY: REPUTATION & VALUES

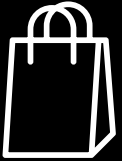
Aligning with a cause builds an emotional bond with clients. It's less about profit and more about **Brand Loyalty** and making the salon a pillar of the community.



Click the
Sign to
View and
Edit

BUY MORE, SAVE MORE!

The more they buy, the more they save.



Stock Up and Save

Get your clients to stock up on products with tiered savings.



Impactful Retail Signage

Update your merchandising area with signage featuring must have products. This is a great way to get clients to try new products!

YOUR WHY: BASKET SIZE (Average Ticket)

This encourages Trial of multiple product categories (Shampoo + Conditioner + Styler). It moves a “single-item buyer” into a “loyal system user.”

Salon Partner
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RE-CREATE
Your Salon Style
at home!

Buy 1 Styler,
Get the 2nd

**50%
OFF**

MUST HAVE STYLERS

Click the
Sign to
View and
Edit

BUY SMALL, SAVE BIG!

Perfect for summertime travel savings.



Discover a New Favorite

Encourage clients to try something new without the full-size commitment!



Create Signage

Display signage featuring this Buy Small, Save Big promotion.

YOUR WHY: LOW-BARRIER TRIAL

Removes the high price risk for new products.
Perfect for Customer Acquisition for premium lines.

Salon Partner
Logo Here

BUY *Small*
SAVE *Big*

BUY A TRAVEL SIZE, SAVE
15%

ON ANY **FULL** SIZE PRODUCT

SUMMER SAVINGS

Click the
Sign to
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SPIN IT TO WIN IT!

Create excitement around retail with a spin wheel.



Experience & Save More

Offer clients a chance to spin the wheel with their service. Feature different retail savings from 10% to 25% off products!

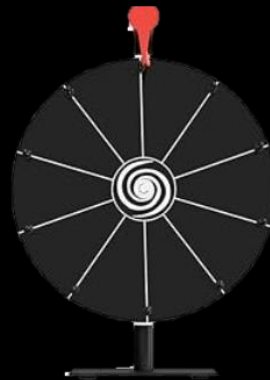


Engaging Signage

Feature an “This Weekend Only” signage as *Spin the Wheel to Win a Prize!*

YOUR WHY: IMPULSE DISCOVERY

Uses “gamification” to break the routine. It’s best for clearing inventory or getting clients to try products they usually walk past.



[Purchase a Spin Wheel on Amazon Here!](#)



Click the Sign to View and Edit

ENTER TO WIN!

Create a contest with your clients and your stylists!



Pick Your Wins

As a team, determine fun contest prizes for both clients and stylists.



Holiday Raffle

Bring the drawing to life with signage at the reception featuring “Buy 2 holiday kits and be entered to win a drawing for a gift card worth \$XX!”

YOUR WHY: DATA COLLECTION & EXCITEMENT

Use entry forms to collect client emails/SMS for future marketing while driving a high-volume holiday revenue spike.

TIP: Use your LEVEL Loyalty points to redeem for prizes.



Click the
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OUR WAY OF SAYING THANK YOU!

From our salon to you - thank you!



Personalized Retail Experience

Provide clients with tailored product recommendations and authentically thank them for coming in.



Show Client Appreciation

Recognize your clients with impactful signage, offering a thank you and 20% off on retail purchases!

YOUR WHY: RETENTION & APPRECIATION

A “Surprise & Delight” tactic. This rewards your top 20% of clients, ensuring they don't look at competitors.

Thank You
for shopping small

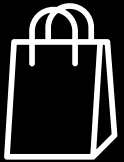
**ENJOY
20%
OFF**

Salon Partner
Logo Here

Click the
Sign to
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BLACK FRIDAY... CYBER MONDAY SALE!

Take advantage of the biggest shopping season!



Get In The Holiday Spirit

Encourage clients to stock up and try new products.



Incentivize Your Clients

Promote holiday gift sets for an extra incentive!

YOUR WHY: CASH FLOW & VOLUME

Taps into the “shopping mindset” of the season. It’s a Volume Play to maximize year-end revenue.



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LITER SALE!

Take advantage of liter sales for your salon and clients!



Educate at the Backbar

Prepare stylists to share what products they are using and why.

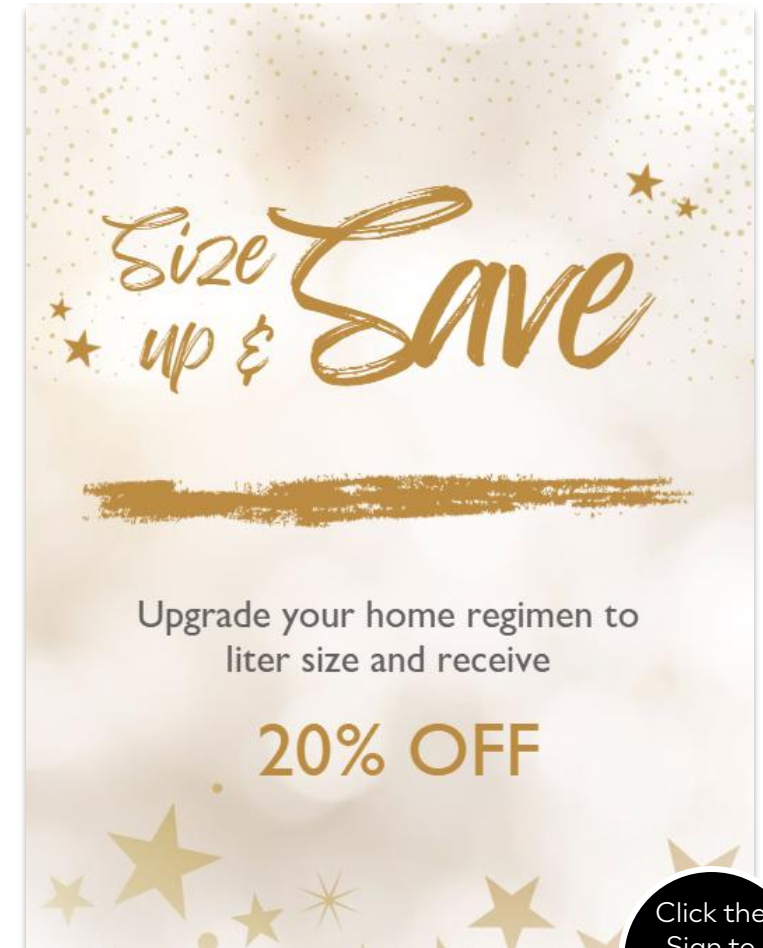


Pass on the Savings

Offer Liter Duos at a compelling price point. Clients will love the extra product at a reduced price!

YOUR WHY: RETENTION & SUSTAINABILITY

A client with a Liter is “locked in” for 3–4 months. It reinforces L'Oréal's eco-friendly mission.



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/02.

SERVICE PROMOTIONS

Offer client opportunities to experience new services, enhancing their overall satisfaction.

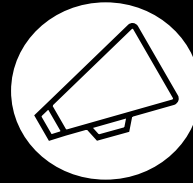


SERVICE PROMOTIONS EXECUTION CHECKLIST



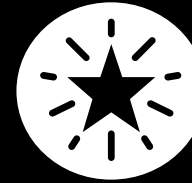
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QUICK INDULGENCES

All Under 15 Minutes

INSTANT REVIVAL LIQUID MASK \$XX

Strengthens mega damaged hair from the inside, softens and smooths on the outside.

FOOD FOR SOFT TREATMENT MASK \$XX

Replenishes hydration in even the driest and most porous hair.

GLAZING QUEEN MASK \$XX

Super gloss protecting mask to protect your color's inner glow & boost its outer glow.

A CURL CAN DREAM MASK \$XX

Deep hydrating mask that preserves curls and coils.

SO SILVER TONING MASK \$XX

Neutralizes warmth in blonde hair & enhances silver tones.

BRASS OFF TONING MASK \$XX

Neutralizes brassy tones in brunette and dark blonde hair.

Ask About Receiving a **FREE** Service.

Click the
Sign to
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RESET AND INDULGE

Pamper Boost

Your clients are ready to be pampered and indulge in much-needed self-care. Elevate their experience with a “Reset & Indulge” offering!



Instant & Visible Results

Offer a curated menu of express treatments: glossing, nourishing masks, and scalp therapies. These offer instant results clients see, feel, and BELIEVE.

YOUR WHY:



Margin Expansion

High-profit, low-time services. This is the fastest way to increase **Service Revenue** without adding labor hours.

TIERED BLONDING SERVICES

Customized Blonding Services

Offer something for every client's style and budget.



Consultation Must-Haves

A tiered service menu provides clear information on add-ons and supporting conversation about specific client needs.

YOUR WHY:



Lifetime Value (LTV)

By mapping out a "journey," you secure **Repeat Visits**. It turns a one-time color client into a long-term project.

THE LUMINOUS BLONDE REFRESH \$XX

Illuminate your look with a whisper of blonde that enhances your natural beauty.

INCLUDES

- Personalized Blonde Consultation
- Sun-Kissed Accent Highlights/Balayage
- Root Smudge/Melt (Optional)
- Custom Glaze/Toner
- Nourishing Treatment
- Signature Blowout & Style
- Essential Blonde Home Care Guide

THE SIGNATURE DIMENSIONAL BLONDE \$XX

Expert lightening techniques, bond-protecting care and luxurious treatments to deliver a vibrant, multi-tonal blonde that truly shines.

INCLUDES

- In-Depth Blonde Analysis & Consultation
- Full Custom Highlights/Balayage/Foilage
- Root Tap/Melt (Optional)
- Custom Glaze/Toner
- Advanced Bond-Building Treatment
- Luxe Deep Conditioning Masque
- Signature Blowout & Style
- Personalized Blonde Care Prescription

THE PLATINUM BLONDE EXPERIENCE \$XX

Advanced multi-step lightening with intensive hair repair and personalized styling education for blonde that is exceptionally beautiful, healthy, and perfectly tailored.

INCLUDES

- In-Depth Blonde Analysis & Consultation
- Precision Haircut & Reshaping
- Masterful Full-Head Lightening (Platinum Card, Micro-Foils, Advanced Correction)
- Multi-Dimensional Toning & Glazing
- Intensive Bond-Repairing & pH-Balancing System
- Revitalizing Scalp Treatment
- Luxury Blowout & Hot Tool Styling Masterclass
- Custom Blonde Product Prescription & Home Care C

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TRANSFORMATIVE EXPRESS COLOR SERVICE

Elevate Your Color Services

Offer express color options, all under 20 minutes!

Transformative Express Color

ALL UNDER
20 MINUTES

GREY BLENDING

No-ammonia demi-permanent gloss color.

Starting at
\$XX

GLOSS AND TONE

Ammonia-free gloss that tones and delivers the ultimate shine and condition.

Starting at
\$XX

SHADOW CONTOURING

Multidimensional color created by carefully positioning different tones and depth around the face.

Starting at
\$XX

ROOT CAMOUFLAGE

Base Bump, Root Shadow, or Root Melt techniques for a diffused, softer finish. Recommended as an add-on with a lightening service.

Starting at
\$XX

Your
Lo

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Transformative Express Color Services are perfect for the clients who are:

- Spacing out appointments
- Spending less time in the salon
- Requesting multi-dimensional lived-in looks

YOUR WHY:



Frequency of Visit

Perfect for clients who “stretch” their appointments. Offering a 20-min fix keeps them coming back **every 4 weeks** instead of every 8.

LUNCH HOUR COLOR

Increase Your Revenue

Offer an express service menu at a special price between the hours of 11 am – 1 pm!



Turn Lunchtime Into Clients “Me” Time

A quick beauty boost service that is 15% off is a perfect way to encourage clients to come in for an express service!

YOUR WHY:



Capacity Maximization

Targets “Dead Zones” in the salon schedule (Tuesday–Thursday mid-day). It fills empty chairs with **High-Speed Revenue**.



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GIFT WITH SERVICE

Ignite Your Color Services and Spoil Your Clients

This is for loyal color clients and a dazzling opportunity to boost your revenue and reputation.



Provide an Exclusive Offer:

A Stylist-Curated Haircolor Care Package that transforms ordinary color appointments into extraordinary, PLUS receive 20% off at checkout. A must-have experience!

YOUR WHY:



Professional Perception

When you curate a care package, you position the stylist as an **Expert/Consultant**, not just a service provider.



HOLIDAY CHEER!

TO: ME

FROM: ME

This holiday season, give the gift of glow!



Drive clients back into your salon after the holidays with a fabulous rebook promotion. During November and December, encourage clients to purchase a holiday kit to receive a complimentary treatment at their next visit.

YOUR WHY:



Stability

The goal here isn't the kit sale; it's the **Pre-booked appointment for January**. This solves the "Post-Holiday Slump."

Salon Partner
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Gift Card Bonus

**For every \$100 Gift Card
purchased, receive a
FREE \$20 Gift Card
for yourself!**

Click the
Sign to
View and
Edit

GIFT CARD BONUS

Gift certificates are a great gift idea for your clients and a great source of revenue for you.



What could be better for clients than a gift for themselves?!

Purchase a \$100 gift card and you'll receive a \$20 gift card for you to use toward services at our salon.

YOUR WHY:



Cash Injection

Secures future revenue today. It also brings in **New Clients** when the gift cards are given to friends.

/03.

SEASONAL MOMENTS

Boost retail sales in your salon.

Imagine your retail area as a mini-boutique within your salon. Let's make those beautiful products shine!



SEASONAL MOMENTS, ALL YEAR ROUND

Fresh season, fresh vibes! Seasonal innovation is the key to client retention and attraction. When you keep the salon environment dynamic, you transform “routine appointments” into “must-have experiences” that loyal and new clients alike can’t wait to book.

January

S	M	T	W	T	F	S
				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	31



New Year's Day

February

S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



Valentine's Day

March

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



March Madness

April

S	M	T	W	T	F	S
				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	



Easter

May

S	M	T	W	T	F	S
					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
31						



Mother's Day

June

S	M	T	W	T	F	S
						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						



First Day of Summer

July

S	M	T	W	T	F	S
						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	31					



Fourth of July

August

S	M	T	W	T	F	S
						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	31					



End of Summer

September

S	M	T	W	T	F	S
						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						



Labor Day

October

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						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	31					



Halloween

November

S	M	T	W	T	F	S
						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						



Black Friday

December

S	M	T	W	T	F	S
						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	31					



Christmas

NEW YEAR BEGINS WITH LITERS

SEASONAL TRANSFORMATIONS



Size Up and Save

Upgrade your home regimen to liter size and receive a special promotion!

“ We’re starting 2026 with our Sustainability Liter Sale. It’s the best value of the year, and because you’re refilling your home stash, we’re saving about 30% in plastic waste together. ”

YOUR WHY: Retention Focus

Locking in the client’s home care for the start of the year.

Salon Partner
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Kick Off 2026 with
a Treat From Us!

Book your Jan
appointment &
complimentary t

Salon Partner
Logo Here

\$XX VA

New Year Makeover
Package Available
in January!

PRE-BOOK TODAY FOR
\$25 CREDIT TOWARDS PACKAGE

Click the
Sign to
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VALENTINE'S DAY

SEASONAL TRANSFORMATIONS



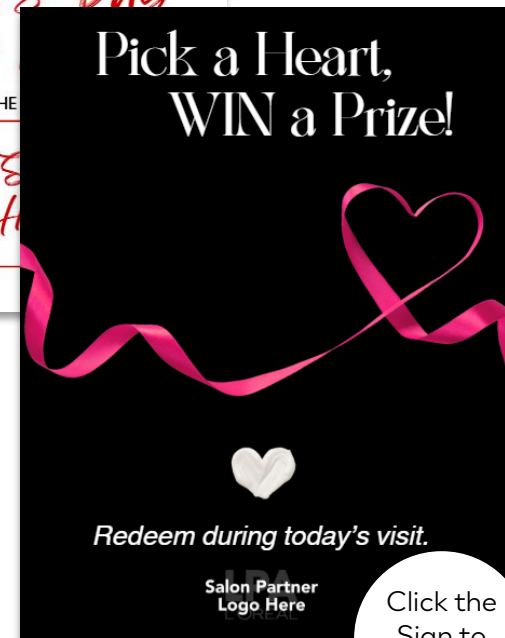
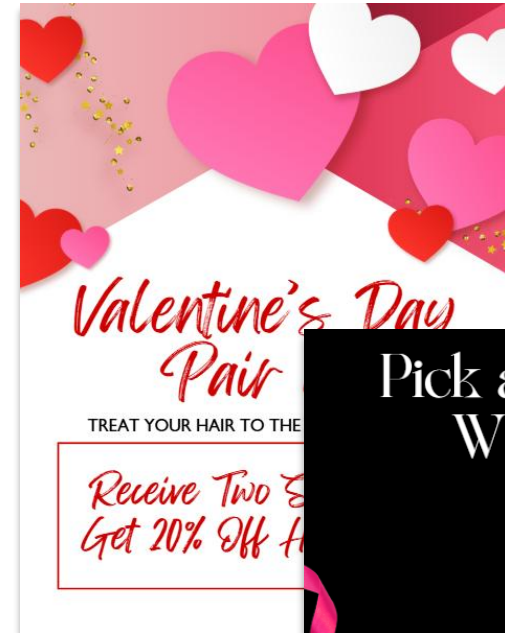
Blind Date with Beauty

Show some love to merchandising shelves with engaging promotions.

“ Since it's our “Pair Up” month, I've paired your gloss service with this home care duo. It's 20% off today so your color stays “date-ready” until I see you next. ”

YOUR WHY: Cross-Selling

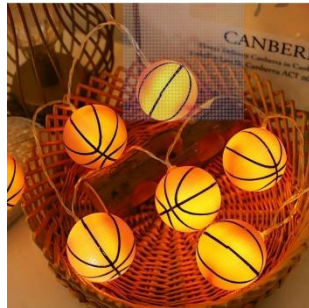
Pairing home care with services to increase the total visit value.



Click the Sign to View and Edit

LUCKY TEAM SPIRIT

SEASONAL TRANSFORMATIONS



Show Team Spirit

Incorporate engaging monthly themes and special moments to build client excitement.

“ We're playing defense against heat damage this month! If you can make a basket in the bin at checkout, I'll give you 20% off your heat protectant today. ”

YOUR WHY: New Category Trial
Focus on “Must-Haves” or specific categories.



Click the Sign to View and Edit

SPRING MUST HAVE MOMENTS

SEASONAL TRANSFORMATIONS



Spring Into Style!

Treat Mom to a special gift or refresh your look for a vibrant new you.

“ Who are we celebrating this month? We have custom-wrapped gift sets. If you grab one for Mom, your own take-home product today is 10% off as a thank you. ”

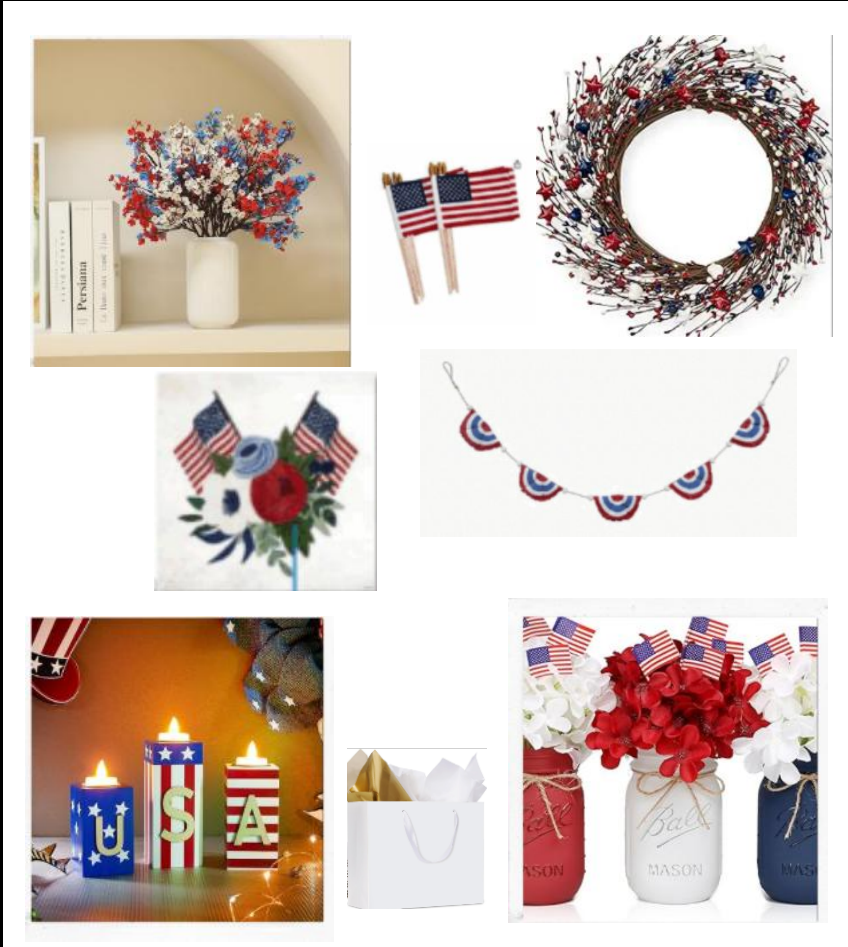
YOUR WHY: Gifting Revenue

Moving service/retail revenue to non-user (the gift recipient).



SUMMER MUST HAVE MOMENTS

SEASONAL TRANSFORMATIONS



Firework Savings!

Festive merchandising displays for Fourth of July to build on the summer moments!

“ We’re celebrating the holiday with a “Red, White, and Blue” bundle. It’s a mix of our top-performers to keep your hair looking great through all your outdoor plans this summer. ”

YOUR WHY: Impulse Purchasing

By tying retail to a major national holiday, you create a sense of “Newness” for products the client sees every day.



SEASONAL TRANSFORMATIONS



Plan ahead for seasonal hair changes by discussing trends, customizing looks and scheduling those appointments.

“We’re doing our “End of Season Reset” right now. Your hair has been through a lot over the last few months, so we’re offering a special on any restorative home-care when you add a treatment to your service today.”

With post-summer dryness, now is the prime time to “Upsell” restorative treatments because the client is physically feeling the need for a “Reset.”



FALL INTO FABULOUS

SEASONAL TRANSFORMATIONS

This Season, Boost Engagement

Feature spooky themes and promotions like “Pick a Pumpkin, Win a Prize” and “Heat Damage is Scary.”

“It’s “Pick a Pumpkin” month! Before you head out, pick a pumpkin from our patch, there’s a surprise savings or a free mini-gift inside for you to take home today!”

YOUR WHY: Gamification & Experience

When a client has fun at checkout, their “Value Perception” of the salon increases. It turns a routine transaction into a memorable event, which drives Loyalty.



MAXIMIZE HOLIDAY

SEASONAL TRANSFORMATIONS



Share The Glow

Sprinkle in some holiday magic with festive merchandising.



*2026 Holiday Toolkit
will arrive in July!*



YOUR WHY: Holiday Is Vital

Add some festive fun! Most clientele will visit between Oct. 15 – Dec. 22 and actively seeking deals and gifts.



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/04.

MERCHANDISING

Create an irresistible retail area
with effective merchandising in
any space.

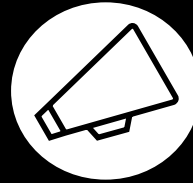


SERVICE PROMOTIONS EXECUTION CHECKLIST



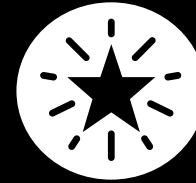
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TRANSFORM YOUR RETAIL SPACE, TRANSFORM YOUR SALES



Branded elements and informative visuals engage customers.

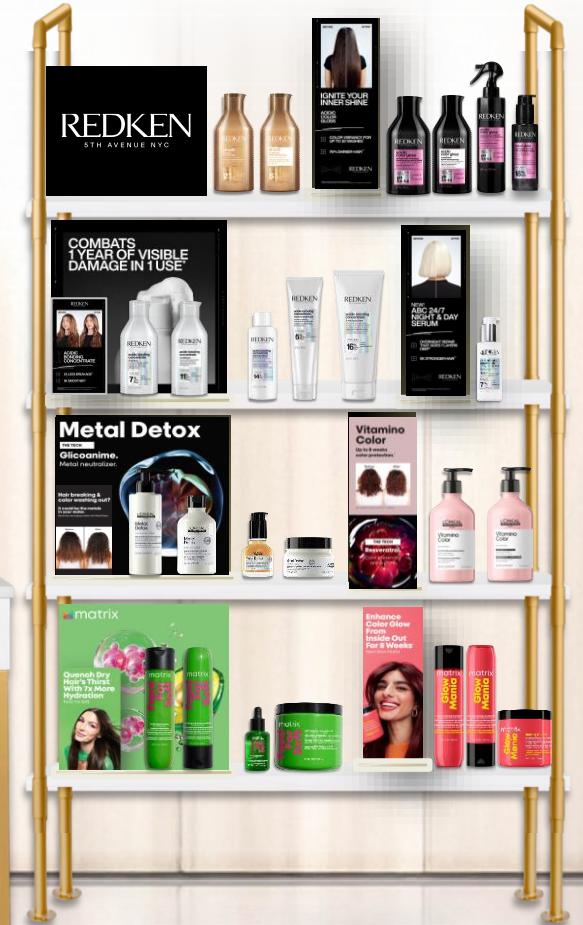
70%

of purchasing occur at the point of sale.

MERCHANDISING

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.



UPGRADE YOUR SHELVES WITH SIGNAGE

The image displays three retail shelving units for hair products, each featuring a variety of signage options. The units are arranged horizontally, showcasing different brands and product lines.

Unit 1 (Left): Features a large **LOGO BLOCK** (10.0" W x 8.0" H) for **REDKEN** 5TH AVENUE NYC. Below it are four **EASELS** (4.0" W x 11.0" H) for Redken products: **COMBATS 1 YEAR OF VISIBLE DAMAGE IN 1 USE**, **HEAT ABC 24/7 NIGHT & DAY SERUM**, **REPAIR CURL STRENGTH RESTORE CURL PATTERN**, and **IGNITE YOUR INNER SHINE**. At the bottom are six **SHELF TALKERS** (3.5" W x 2.5" H) for Redken products.

Unit 2 (Middle): Features a large **LOGO BLOCK** (10.0" W x 8.0" H) for **L'ORÉAL PROFESSIONNEL PARIS**. Below it are four **EASELS** (4.0" W x 11.0" H) for L'Oréal products: **Metal Detox**, **Absolut Repair**, **Absolut Repair Molecular**, and **Vitamins Color**. At the bottom are six **SHELF TALKERS** (3.5" W x 2.5" H) for L'Oréal products.

Unit 3 (Right): Features a large **LOGO BLOCK** (10.0" W x 8.0" H) for **matrix** All Hair Types. All Humans. Below it are four **EASELS** (4.0" W x 11.0" H) for Matrix products: **1 Billion Bonds In Every Bottle To Fight Damage**, **Quench Dry Hair's Thirst With 7x More Hydration**, **Enhance Color Glow From Inside Out For 8 Weeks**, and **Go Bigger With 35% Boosted Volume**. At the bottom are six **SHELF TALKERS** (3.5" W x 2.5" H) for Matrix products.

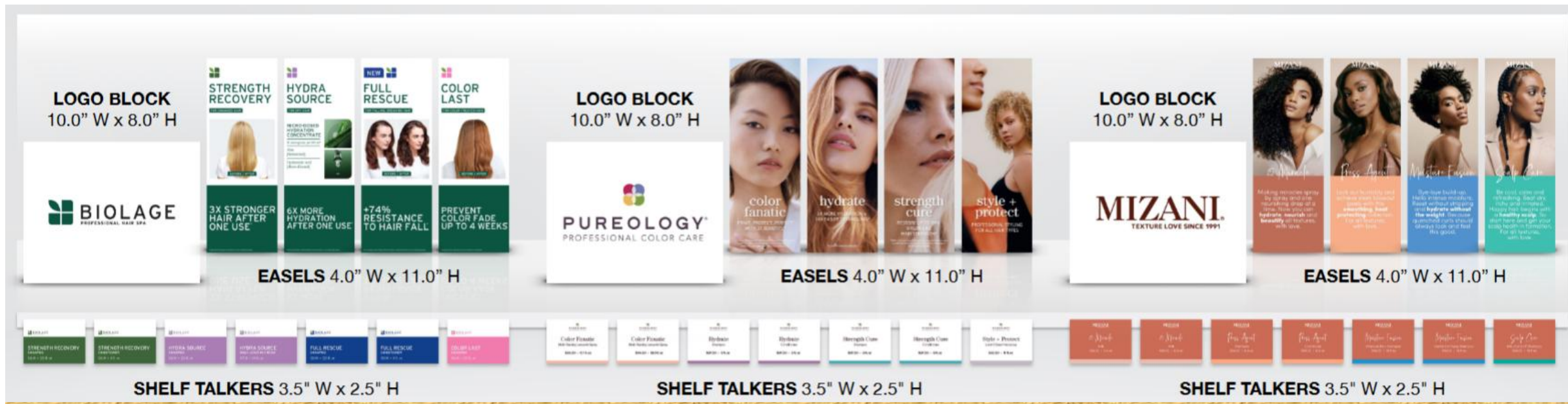
Signage guides shoppers, highlights products and influences purchasing decisions.

Pair with
these acrylic
frames
Click to buy



Click The
Signage to
Download and
Edit

UPGRADE YOUR SHELVES WITH SIGNAGE



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STAFF INCENTIVES

Boost retail sales in your salon.

Imagine your retail area as a mini-boutique within your salon. Let's make those beautiful products shine!



TEAM GOALS

CASH IS KING!



Create retail goals for your salon team around key promotions or events and set 1st, 2nd, and 3rd place prizes.



Customize BINGO cards with new or promotional products. When a stylist sells that product, they fill the square.

Award your team with cash incentives, extra commission on retail or a bonus vacation day!

WELCOME TO THE

Mask-erade

Boost your sales and win awesome prizes with our Mask-erade Challenge. Grab a card, perform the services, sell the products, and get BINGO!

B	I	N	G	O
Pre-book client's next appointment	Sell travel size products	Sell a Holiday Kit	Scalp treatment	Make a TikTok hair tutorial
Sell a Holiday Kit	Post your work to social media	Sell hairspray	Repost your co-workers work to social media	Sell a Holiday Kit
Sell a gift card	Like a co-worker's hair post on social media			
Upgrade a service with an add-on	Sell a Holiday Kit	Sell styler	Pre-book client's next appointment	Sell travel size products
Sell a Holiday Kit	Sell conditioner	Special occasion hairstyling	Sell a Holiday Kit	Sell a Holiday Kit

B I N G O

Pre-book client's next appointment	Sell travel size products	Sell a Holiday Kit	Scalp treatment	Make a TikTok hair tutorial
Sell a Holiday Kit	Post your work to social media	Sell hairspray	Repost your co-workers work to social media	Sell a Holiday Kit
Sell a gift card	Like a co-workers hair post on social media	FREE SPACE	Sell a Holiday Kit	Client referral
Upgrade a service with an add-on	Sell a Holiday Kit	Sell styler	Sell a gift card	Pre-book client appointment
Sell a Holiday Kit	Sell conditioner	Special occasion hairstyling	Sell a Holiday Kit	Client referral

Click the
Sign to
View and
Edit

LEADERBOARD



Pair high retail to service and low retail to service stylists for contest on who can sell the most retail.



Use the leaderboard to keep track of retail sales.

Award your team with cash incentives, extra commission on retail or a bonus vacation day!

TOP SELLER SHOWDOWN

LEADERBOARD

Stylist

Number of Products Sold

Retail Sales

PURCHASE THRESHOLD: \$20+

Stylist

Number of Retail Sales

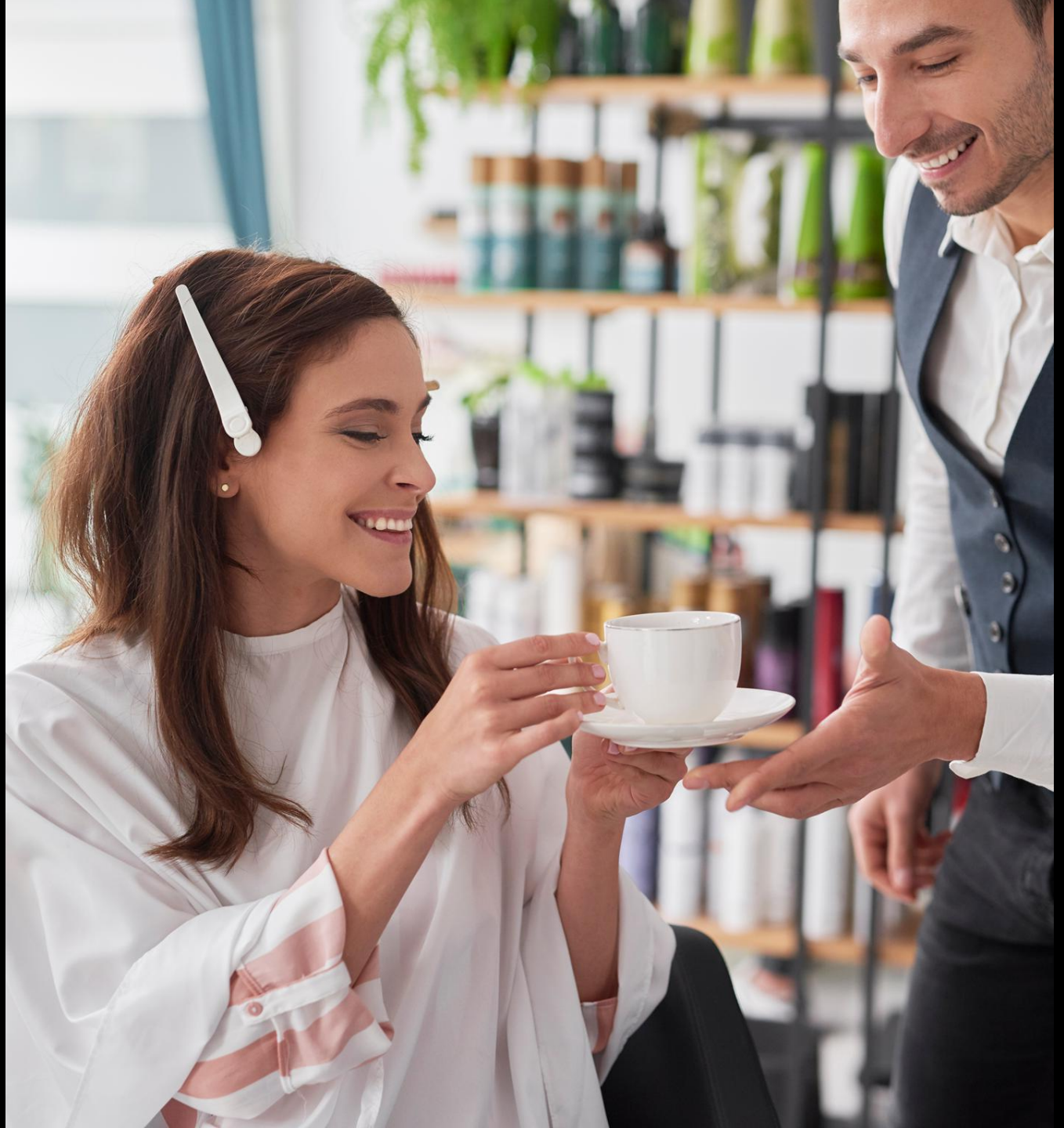
Winner Prize: "Prize"

Click the Sign to View and Edit

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REFERRAL & LOYALTY PROGRAMS

Reward and appreciate.
Happy clients are returning
clients!



REFERRAL PROGRAM

Referral marketing is the most trusted form of advertising!

Implement New Profit-Driving Programs

When referred by a friend, people are 4x more likely to purchase*
Referred clients generate 16% more in profits than non-referred clients!*



Interested in setting up a seamless & digital referral program?

Click [HERE](#) to give your word-of-mouth marketing a digital upgrade with Phorest.

C1 - Internal use

Try the “20/20”

New Client *Receives 20% off 1st Service*

Existing Client *\$20 credit for each referral*



Click the
Sign to
View and
Edit

LOYALTY PROGRAM

Craft Your Perfect Program

Gain a competitive advantage with a salon loyalty program. Reward repeat clients, let them accumulate points and encourage them to try new services and increase spending.



Points Program = Instant Gratification

Benefits:

- Easy to track (e.g., punch cards) and encourages repeat visits.

Examples:

- Earn 1 point for every \$1 spent on services, retail, and gift cards.
- Redeem 2,000 points for a \$20 credit towards future purchases.

7 Key Steps

- 1. Establish Program Budget**
Max 1%-2% of Total Sales
- 2. Create Program Offer**
- 3. Set Up Tracking Process**
Manual vs. Electronic
- 4. Launch Details to Team**
- 5. Launch Program to Clients**
In-salon, email, social media, etc.
- 6. Provide Updates to Clients**
Point status at each visit
- 7. Account/Accrue for Liability**
Establish financial reserves for rewards

L'ORÉAL
PROFESSIONAL PRODUCTS