

# Incentive Program Launch Plan

Welcome to the Chella Pro Incentive Program! Take the proactive steps to begin implementing and earning your quarterly rewards. For questions contact your assigned Chella Sales Representative.

## Planogram

- Set up the Chella Displays and Shelf Talkers

## Set Up Training & Education Staff

- Front Desk Training - Hand out the Complimentary Brow Fill Card
- Service Area Training - When will the Complimentary Brow Fill be offered
- Schedule your first Event

## Train & Develop a Chella Pro Ambassador

- Support the staff and set the demonstration & sell through example
- Set Goals
  - Set a Daily Brow Fill Goal
  - Set a Daily Sales Goal
- Make sure that the Marketing Cards (Brow Consultation, Refer A Friend, etc.) are positioned in the right areas.
- Monthly call for a recap of progress with Chella Sales Rep

## Market your Brow Services

- Add brow services onto the Menu or create a supplemental Brow Menu
- Ensure Brow Services are listed on the website

