



Chella[®] PRO

chella pro incentive program

An exclusive program for
select Pros, Spas & Salons

[PROS]



table of contents

- | | |
|------------------------------------|--|
| 01. who we are PAGE 3 | 04. earning potential PAGE 12 |
| 02. program overview PAGE 5 | 05. tiers & rewards PAGE 13 |
| 03. partnership benefits PAGE 6 | 06. opening purchase packages PAGE 14 |

who we are

chella, effortlessly you

Founded in 2003, we have spent years dedicated to crafting the best in brow and eye makeup essentials. Help your customers embrace their day. Whether they're leading the meeting, taking the stage, or sipping drinks with their friends, they need beauty solutions that they connect with.

Your aim is to highlight, not overwhelm their natural beauty, and enhance the truest version of themselves. Create crafted looks with our long-wearing, inclusive brow and eye makeup must-haves. Clean, vegan, uplifting – it's effortlessly you.



what we offer your customers



color matching

Our color-matching guides make it easy to find the perfect shade to enhance your look.



quality & performance

Our products have a smooth application, precise accuracy, seamless blending, and buildable formulas.



wide-range of shades

Discover our selection of inclusive shades, often overlooked by other brands.



pro-level accuracy

Experience complete consistency with our professional long-lasting and non-creasing formulas.

what is it?

The Chella Pro Incentive Program (CPIP)

Did you know that 87% of all salon clients love to experience new products and services? By providing a 60-second complimentary brow fill with our product, you can increase your revenue with this simple service-based program.

- Increase revenues up to \$30k to 50k+ a year!
- Retain and attract high-value customers
- Simple concept: Sample a 60-second product and service



Seeing is believing. Service leads to sales.

how does this chella partnership benefit you?

Here's 7 reasons why you should take part in our Pro Incentive Program:

01. retain your customers

- Offer a high-value complimentary brow fill in a minute. 35% or more of your clients receiving a complimentary brow fill will buy a Chella Product.
- All of our services complement your existing salon/spa services and can be performed at the existing station, and do not require the client to move into a new space/chair.
- A smooth transition to the Chella service with an easy retail opportunity for the service provider.
- Make your clients feel and look their best with our Chella Complimentary Brow Fill.

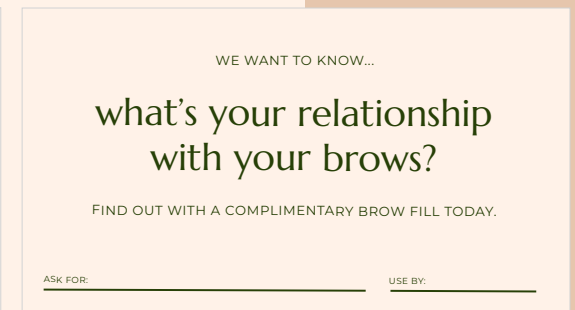
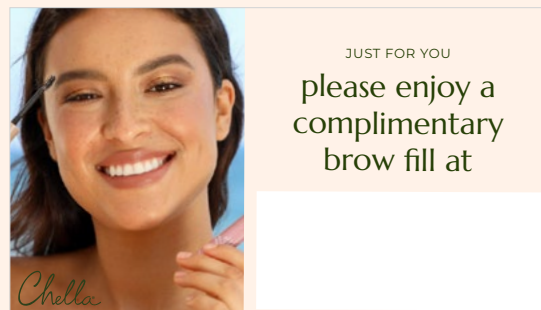


02. attract new customers

- Square Appointments saw more than 60M completed reservations with beauty and personal care sellers in 2021 alone. Out of millions of appointments... Brow Services were the #1 fastest-growing trend among consumers!
- Set the trend by adding this complimentary brow service enhancement, which creates additional revenue with less than 60 seconds of service time.
- Receive a comprehensive marketing plan supported by Chella with email, social, shelf talkers and more.

03. increase frequency of visits

- Chella will provide printed and/or template-based referral cards that you can customize and print to give to loyal customers so they can refer new customers. Also, your customers can take a picture of their “Referral Card” and text it to their Bestie in real time!
- 50% of clients receiving a Chella Complimentary Brow Fill return for a paid brow service within 30-60 days and purchased a Chella Kit/Pencil/Other products.
- Increase loyalty with the novelty and exclusive experience of the new brow fill enhancement services.





04. effortless education & execution plan

- Flawless turn key staff training from basic to advanced.
- From day one you get access to tried and tested activations with proven consumer opt-ins.
- On-demand support for additional training, education, and sales.
- Events, training, and marketing support throughout the year.



05. motivate & retain your staff members

- Chella's certified education programs and added ability to increase their earnings will help to motivate and retain your staff.
- Certified learning directly from the Chella PRO Team and Exclusive Ambassadors pioneering enhanced brows and eye looks.
- Your Chella Pro Ambassador can increase their earnings by up to \$450/Quarterly.
- Host seasonal and event-driven sales associate contests.

06. marketing, business development & review

- Receive an email template to launch the complimentary brow fill in your spa and salon.
- Receive email campaign templates for cross-selling and up-selling to your customer base.
- Chella will market your salon to our 75K+ social and email followers.
- Receive free kits and samples for your salon for promotions.
- Structured quarterly, bi-annual, and annual reviews for business development activities.

07. create authentic connections that make a difference

- When you give the gift of a complimentary brow fill at the end of your service, your customers know that you care about them and take pride in the work you do.
- After their visit, customers will leave and remember that you made sure they were looking and feeling their best. This can be the difference between a returning customer and a one-off visit.
- By making this a signature touch to all your services, you're helping yourself better connect to your customers and build lasting loyalty and trust.



select your pro ambassador

Lets us guide you on how to select your Chella Ambassador! Chella Pro Ambassadors can sign up here: [LINK](#)

who is a good candidate to be a Chella Pro Ambassador?

- ◇ Someone with a passion for brows eyes and clean beauty products.
- ◇ Someone who embraces the 1 minute brow fill and recognizes the enhancement value for your valued clients.
- ◇ Someone who has the personal drive to have customers feel and look their best!

what are the benefits of being a Chella Pro Ambassador?

- ◇ It's going to be fun!
- ◇ 3-5% Commissions quarterly based on Account Purchases paid to the ambassador.
- ◇ Participation in Chella Pro Staff Contests for prizes and cash.
- ◇ Motivates team with incentives!

what resources are provided for this program?

- ◇ Access to education guides on professional.chella.com
- ◇ Personal Support from our Sales and Education team.
- ◇ Monthly Training webinars with giveaways.
- ◇ Ongoing education with:
 1. Brow Services
 2. Chella Products
 3. Brow Mapping & Face Shapes
 4. Shade Matching

what are my responsibilities?

- ◇ Onsite expert and team go to resource for Chella.
- ◇ Liaison between your spa/salon and Chella.
- ◇ Potentiall help manage inventory and tester levels, and maintain display appearance.
- ◇ Help coordinate upcoming Chella events.
- ◇ Facilitate social media presence using Chella.
- ◇ Attend education webinars.
- ◇ Assist in support and motivate the Chella Brow Fill.

Your goal is to complete 1-7 sales a day. When you do this, then this is what is possible:

your revenue potential

| BROW FILLS PER DAY | 35% PURCHASE | SALES PER DAY | REVENUE PER DAY | REVENUE PER MONTH | REVENUE PER YEAR |
|--------------------|--------------|---------------|-----------------|-------------------|------------------|
| 2.87 | 35% | 1 | \$45.00 | \$1,170 | \$14,040 |
| 5.71 | 35% | 2 | \$90.00 | \$2,340 | \$28,080 |
| 8.56 | 35% | 3 | \$135.00 | \$3,510 | \$42,120 |
| 11.43 | 35% | 4 | \$180.00 | \$4,680 | \$56,160 |
| 14.30 | 35% | 5 | \$225.00 | \$5,850 | \$70,200 |
| 17.15 | 35% | 6 | \$270.00 | \$7,020 | \$84,240 |
| 20.35 | 35% | 7.2 | \$324 | \$8,424 | \$101,088 |

(Average sale is \$45, open 6 days a week, 26 days/month)

By performing the “Chella Brow Fill” it can potentially lead into booking other services, such as:

a brow wax or
shaping

“how to brow” in 3
easy steps

a custom color
match with a
“custom brow shape
and fill”*

Pro tip: This could include the addition of Chella
products into a service/product bundle.

set your goals below:

- how many brow fills each day
- how many brow fills each month
- total revenue from Chella sold each day
- total revenue from Chella sold each month
- ☐ report that number back to Chella at the end of each month.
- ☐ review monthly numbers and adjust as needed.
- ☐ rewards box (spas & salons to add in as well)
- ☐ use our KPI sheet to keep track of your success

earning potential

EXAMPLE

01

base goal

- Perform 3 complimentary brow fill services a day
= 3 services a day
- Convert 33.33% into a purchase of Chella a day
(3 x 33.33%) = 1 purchases a day
- Each Chella purchase is \$45 each = (1 x \$45)
\$45 a day in revenue
- Monthly Revenue from your business being open
26 days a Month (26 x \$45) = \$1,170
- Annual Revenue from Chella Sales
(12 x \$1,170) = \$14,040

EXAMPLE

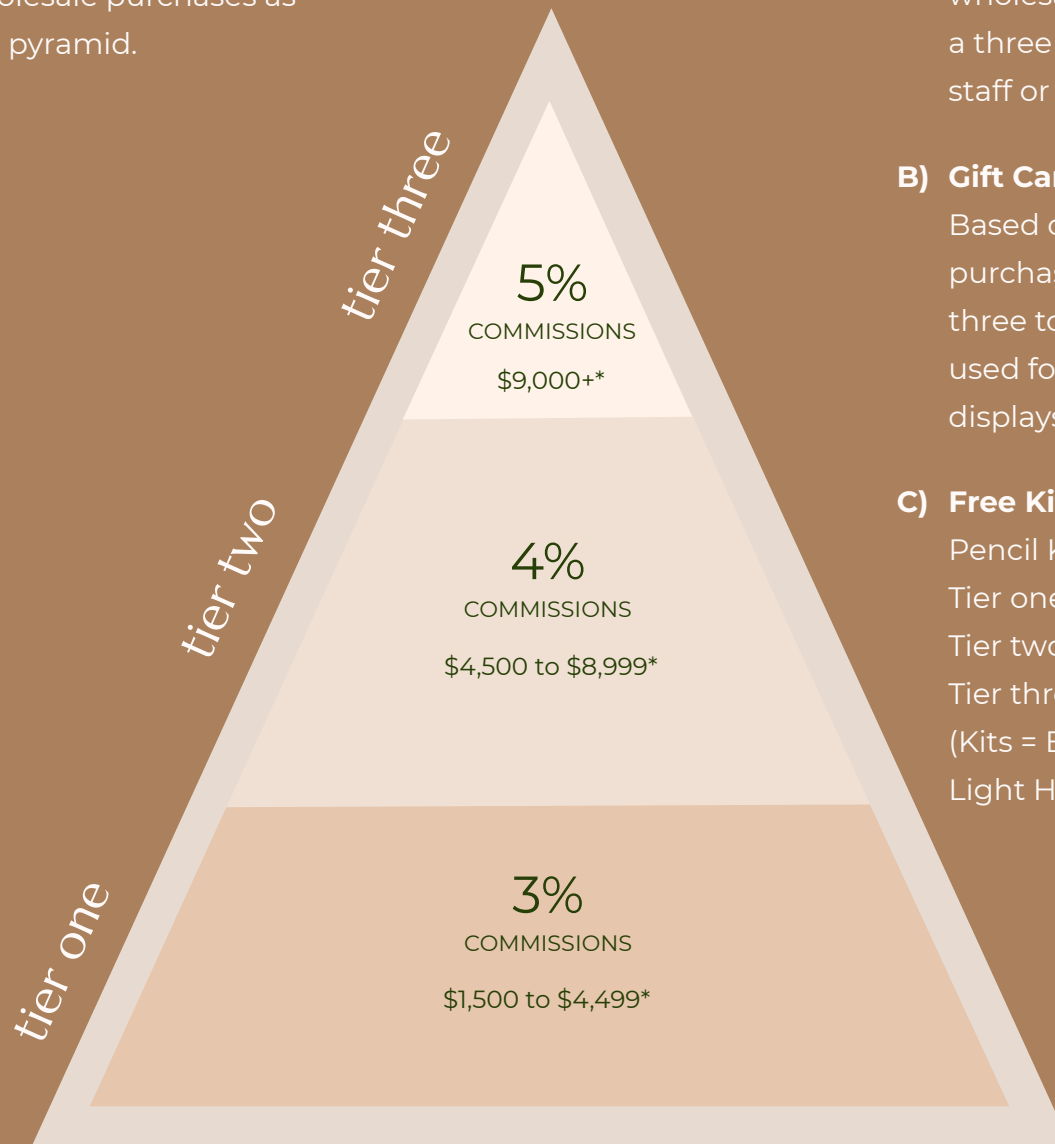
02

stretch goal

- Perform 21 complimentary brow fill services a day
= 21 services a day
- Convert 35% into a purchase of Chella a day
= (21 x 35%) 7.2 purchases a day
- Each Chella purchase is \$45 each = (7.2 x \$45)
\$324 a day in revenue
- Monthly Revenue from your business being open
26 days a Month (26 x \$324) = \$8,424
- Annual Revenue from Chella Sales
(12 x \$8,424) = \$101,088

tiers

Your qualifying tier is based on your quarterly wholesale purchases as shown in the pyramid.



*\$ AMOUNT IN QUARTERLY WHOLESALE PURCHASES

rewards

A) Staff Commissions: Based on your tiered wholesale quarterly purchases we will pay a three to five percent commission to your staff or pro ambassador.

B) Gift Cards for Free Testers & Retail: Based on your tiered wholesale quarterly purchases, your spa/salon will receive a three to five percent gift card. This can be used for ANY Chella products, testers or displays on your next purchase.

C) Free Kits: Receive FREE filled Eyebrow Cream or Pencil Kits (Kits will be valued at full MSRP). Tier one will receive 3 kits valued at \$285 - \$300 in kits. Tier two will receive 6 kits valued at \$570 - \$600 in kits. Tier three will receive 9 kits valued at \$855 - \$900 in kits. (Kits = Eyebrow Cream or Pencil Kit with Taupe Pencil & Light Highlighter)



agreement

We're a team and we take our partnerships seriously. Please take a moment to sign our agreemnet here.

[sign up here](#)



questions?

If you'd like to learn more about Chella's exclusive Professional Incentive Program (CPIP), please reach out to our Chella PRO team for more information.



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thank you!