

Chella[®] PRO
the success
strategies workbook

The Chella Pro Incentive Program,
Pro Ambassador Program & Staff Contests



welcome to the chella pro family

We're so excited that you have signed on to the Chella Pro Incentive Program and we're here to make sure you succeed. This comprehensive guide is designed to equip you with all the necessary tools to hit your goals. This workbook will provide the valuable information you need to learn about our products, marketing materials, training, and education.

We'll teach you how to seamlessly incorporate Chella into your service offerings. You'll learn effective merchandising and display techniques, and how to create meaningful customer experiences. Together, we'll outline your goals, measure your progress, and help you earn bigger profits and rewards you deserve. With this workbook in hand, you're well on your way to success!

Let's get started!



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our steps to success

Use this workbook as your guide to success. Mark each section as you complete it.



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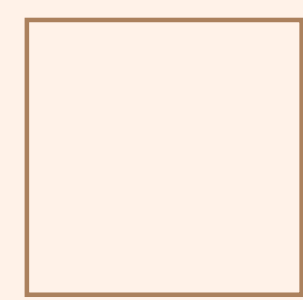
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01.

revenue opportunities from demonstration sales

Perform the Chella Complimentary Brow Fill (CBF) after as many services as possible.

Identify potential services where a CBF can be performed below:

brow wax and services

facials

any salon service (cut, color, blow dry)

nail services (manicures and pedicures)

eyelash treatments

where do you think you
can add this to your
service menu?

REMINDER:

*There's nothing more powerful than
demonstrating products to make
retail sales come alive.*

Your goal is to perform at least **6-21 brow fills a day**. If you can, 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
6	35%	2.2	\$99.00	\$2,574	\$30,888
9	35%	3	\$135.00	\$3,510	\$42,120
11	35%	4	\$180.00	\$4,680	\$56,160
14	35%	5	\$225.00	\$5,850	\$70,200
17	35%	6	\$270.00	\$7,020	\$84,240
21	35%	7.2	\$324.00	\$8,424	\$101,088

(Average sale is \$45.00, open 6 days a week, 26 days/month)

By performing the “Chella Complimentary Brow Fill” it can potentially lead into requests for other paid service post-activations, 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”*

*This could include the addition of the kit or pencil into the service offering.

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

02.

productivity comparison

A "Complimentary Brow Fill" produces \$9 dollars of minute vs. \$1.67 a minute for a Facial, and produces \$540 dollars a hour vs. \$100 a hour for a Facial.*

productivity of a facial

If a facial costs the customer \$100 and is performed over the course of one hour, then the Spa's revenue is \$100 an hour or \$1.67 a minute.

ONE FACIAL	REVENUE PER HOUR	REVENUE PER MINUTE
60min	\$100	\$1.67

productivity of a brow fill

Post Facial, the customer is offered a 1 minute "Complimentary Brow Fill", and then buys on average \$45 worth of Chella products. The brow fill takes only 1-2 minutes to perform and 2-3 minutes to upsell the client, with a total time of 5 minutes. The revenue would be \$540 an hour or \$9 a minute.

ONE BROW FILL	REVENUE PER SESSION	REVENUE PER MINUTE
5min	\$45	\$9

revenue per hour comparison

Twelve 5-minute brow sessions equals one hour of work. One hour of brow fills could generate \$540 of revenue vs. \$100 for one 1 hour facial.

BROW FILLS IN 1 HOUR	REVENUE PER SESSION	REVENUE PER HOUR
12	\$45	\$540

* These are estimates and your results may vary.

REMINDER:

once a belief is formed, the mind tends to stick to it, making it difficult to accept new ideas.

We all get stuck in our ways of thinking sometimes. That's why it's so important to keep an open and curious mind. Let's explore opportunities for continued growth together and we'll help you grow in ways you may not have thought possible.



03.

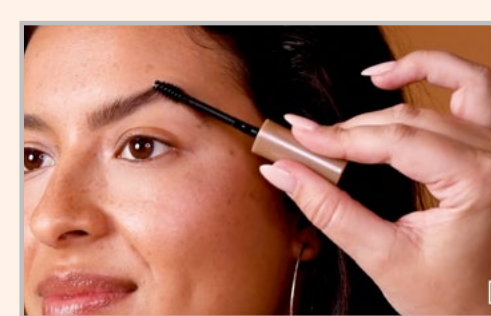
training & education

You & your team should work towards completing all of the following training & education within the first 2 weeks of Chella product being delivered.

watch video:



How to do a Brow Fill in 60 seconds



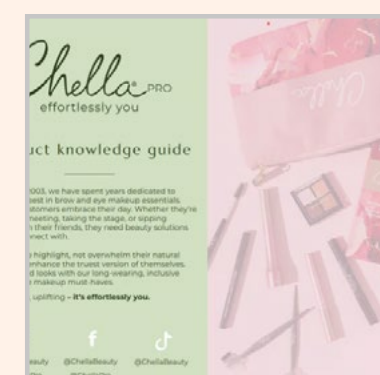
How to Brow in 3 Easy Steps

[view all videos](#)

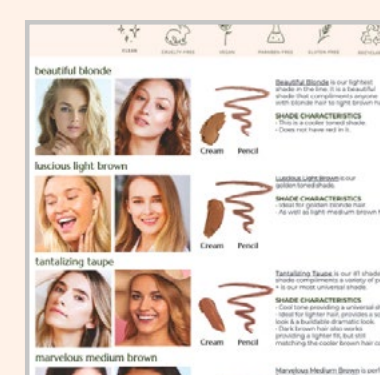
read these guides:



How to Brow Guide



Product Knowledge Guide



Color Matching Guides

[view all guides](#)

identify team members:

Determine who will be performing the “Complimentary Brow Fill”, then provide them with a FREE Pencil or Cream of their choice to test and so that they can practice every day for a week. We suggest taking 5 minutes before every shift to practice until they are 100% confident in their abilities.

name the members of your staff that will perform these CBF's daily:

select your chella pro ambassador

It is important to select a Chella Ambassador for your team. Learn more about how to select a good candidate, what the benefits are, and what resources you'll receive.

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

- Someone who shows a **passion** for brows, eyes and clean beauty products.
- Someone who **embraces** the 1 minute complimentary brow fill and the value of the enhancement for your valued clients.
- Someone who **enjoys** making your customers feel and look their best!

what are the benefits of being a Chella Pro Ambassador?

- It's going to be fun!
- Earn 3-5% Commissions from the Account Purchases (paid each Quarter).
- The Chella Team is there to support you!!
- You will be eligible to participate in the Chella Pro Staff Contests - (Earn Cash, Products and Prizes.)
- Your chance to help the business! Motivate the staff with the same "contest" that will drive overall retail purchases and increase your potential commissions.

what resources are provided for this program?

- <https://professional.chella.com> has all of our Ambassador Program resources.
- Our fabulous Director of Education and Sales Team are here to support you!
- Monthly Training webinars with giveaways.
- Training Videos.
- Education Guides to enhance your Brow Education.
- Be fully trained on:
 1. Chella Products
 2. Brow Mapping & Face Shapes
 3. Shade matching

what are my responsibilities?

- **Become the Expert** and the go to resource on Brows for everyone at your location.
- **Be the liaison** between your salon/spa and the Chella Territory Manager, communicate inventory and tester levels, and coordinate upcoming events that Chella can assist with.
- **Assist the salon/spa** with a Chella social presence.
- **Attend Education** webinars.
- **Support and motivate** the team on the service of the Chella Brow Fill.

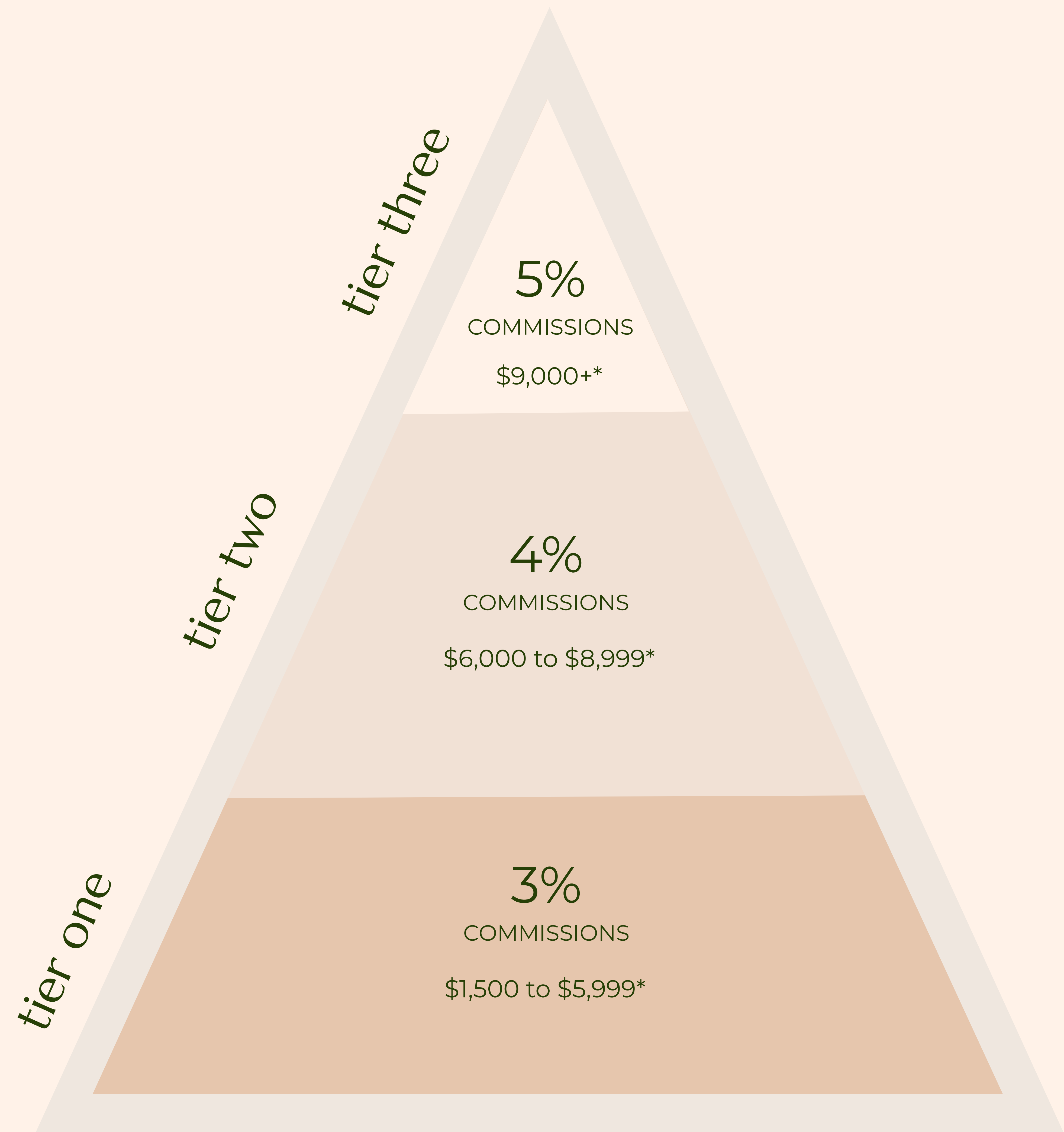
05.

commissions

Assign a Chella Pro Ambassador

- The spa/salon management team assigns a Chella Pro Ambassador who will become the primary individual(s) responsible for implementing the plan and reports all of the numbers and progress to Chella. In return, they will receive 100% of the Commissions paid Quarterly from Chella.
- Commissions will be paid directly to the Spa Owner
- Display the "brow fill worksheet" in the back room to further motivate employees and keep the program top of mind.

[download our worksheet](#)



*\$ AMOUNT IN QUARTERLY WHOLESALE PURCHASES

06.

rewards

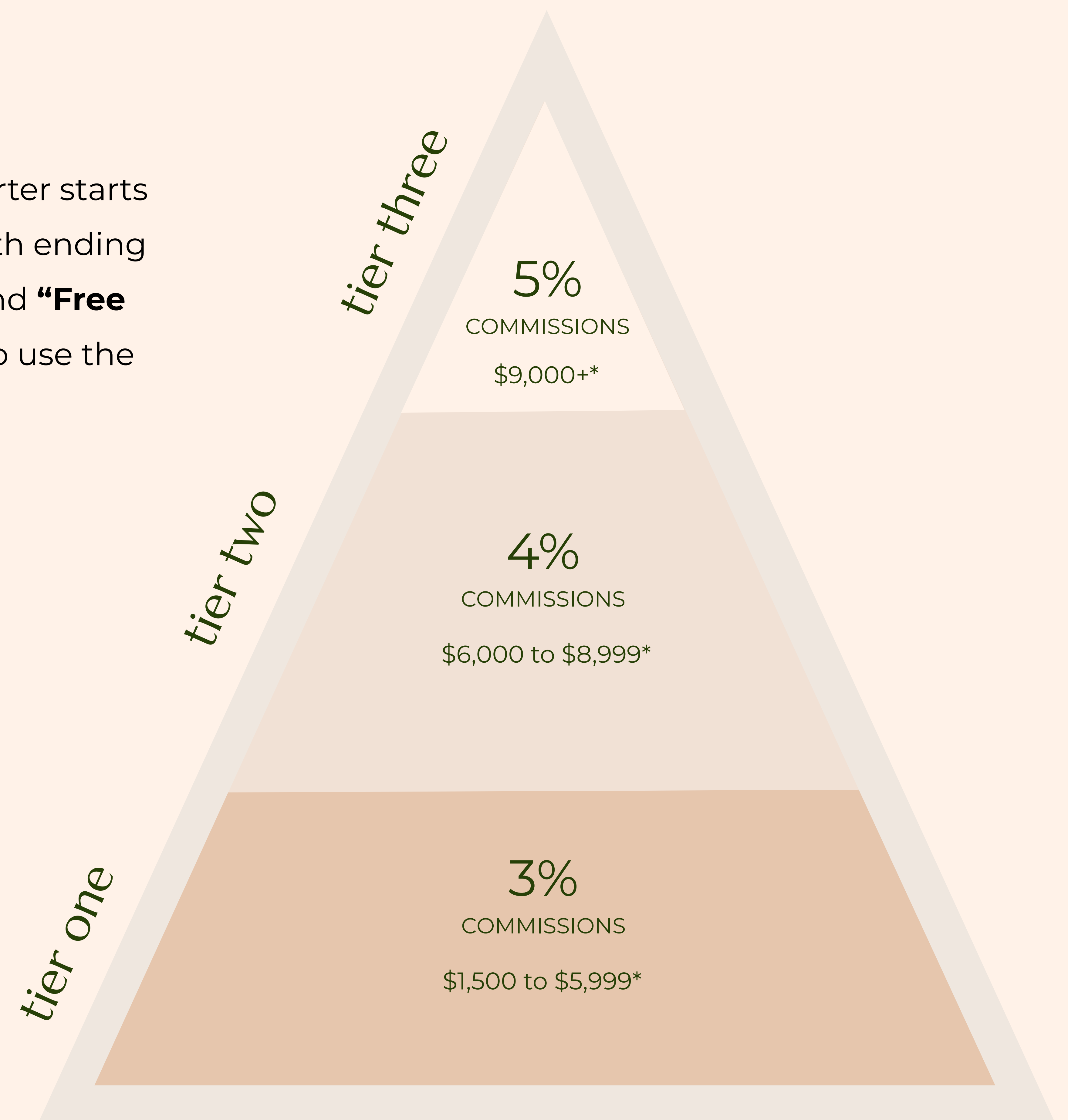
Rewards are paid out each quarter. We operate on the calendar year. The first quarter starts Jan 1st and ends March 31st. Rewards are paid out by the 21st of the following month ending quarter or sooner. Your incentive **“Staff Commissions”, “Free Testers & Retail”** and **“Free Kits”** are based on your quarterly wholesale purchases. To see what tier you fall into use the graphic to the right.

here are the incentive rewards available...

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

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

Free Kits: Receive FREE Filled yebrow 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)



*\$ AMOUNT IN QUARTERLY WHOLESALE PURCHASES

contests

A monthly contest based on a 4-day work week open to the entire staff.

This is a 60-second Brow Fill that wows your clients with a brow enhancement. As you succeed make sure you review your inventory to have the proper retail to make your goals. This is all in addition to commission earned within your salon/spa!

<p>tier 1</p> <hr/> <p>\$1,584</p> <p>2.2 SALES A DAY</p> <p>(2.2 sales a day @ \$45 each = \$99 a day), (\$99 a day * 4 days = \$396 a week) (4-week contest * \$396 = \$1,584)</p> <p>\$50 Gift Card</p> <p>-OR-</p> <p>\$100 Chella Gift Card</p>	<p>tier 2</p> <hr/> <p>\$2,160</p> <p>3 SALES A DAY</p> <p>(3 sales a day @ \$45 each = \$135 a day), (\$135 a day * 4 days = \$540 a week) (4-week contest * \$540 = \$2,160)</p> <p>\$75 Gift Card</p> <p>-OR-</p> <p>\$150 Chella Gift Card</p>	<p>tier 3</p> <hr/> <p>\$2,880</p> <p>4 SALES A DAY</p> <p>(4 sales a day @ \$45 each = \$180 a day), (\$180 a day * 4 days = \$720 a week) (4-week contest * \$720 = \$2,880)</p> <p>\$100 Gift Card</p> <p>-OR-</p> <p>\$200 Chella Gift Card</p>
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07.

marketing: merchandising & displays

Incorporate Chella into your services menu.

Add Chella into your services by adding it into your physical and online services menu. You can insert the following options:

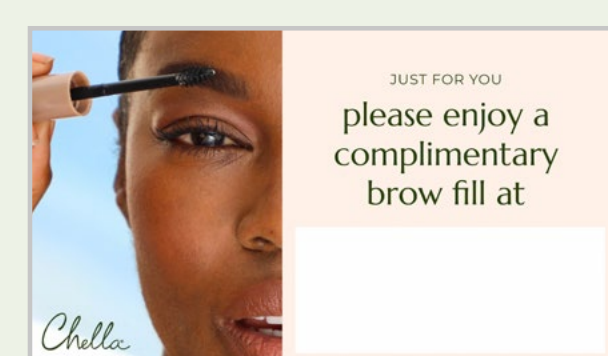
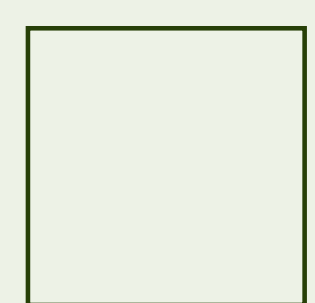
- add a complimentary brow fill
- “how to brow” in 3 easy steps
- combine product with service

example of service menu

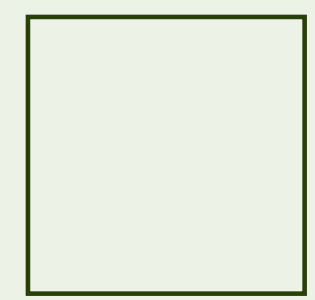
You cannot provide services to your customers if they cannot see them. Make your services visible!



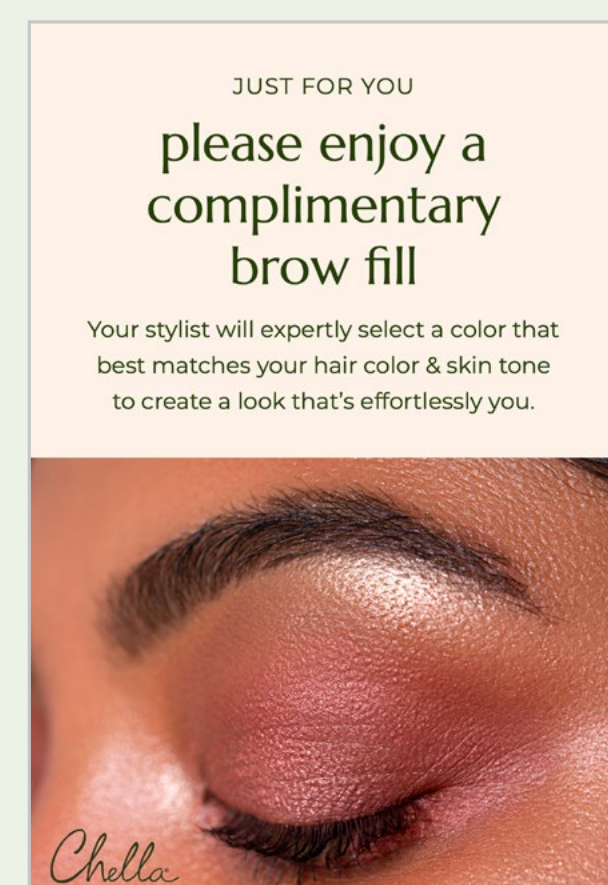
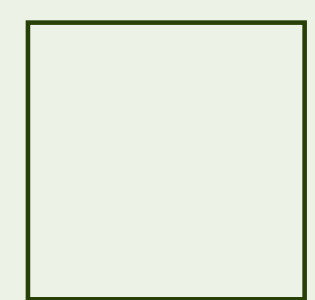
marketing materials needed



“refer a friend” card (builds referrals and loyalty)

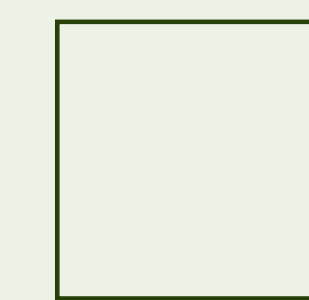


consultation card

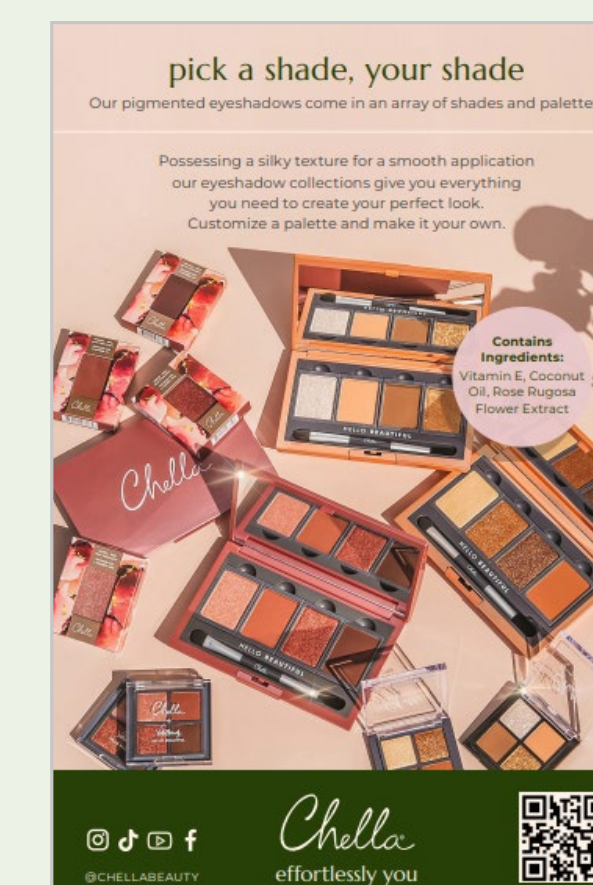


complimentary brow fill card

Pro Tip: Give out the "consultation cards" to your participating team members and have them commit to filling out 5 cards a day and turning in the names of the clients that they were given to.



shelf talkers for all your Chella displays



- Ask us about a brow fill
- The customizable Eyebrow Pencil Kit
- The customizable Eyebrow Cream Kit
- Cream or Pencil, you decide!
(customized kits for you & with a savings of \$20)



- Heated Eyelash Curler
- Deluxe Heated Eyelash Curler
- Eyeshadow

download all marketing materials

merchandising & display options

Ready to display like a Pro? Check out our planogram.

planogram

choose your display options:

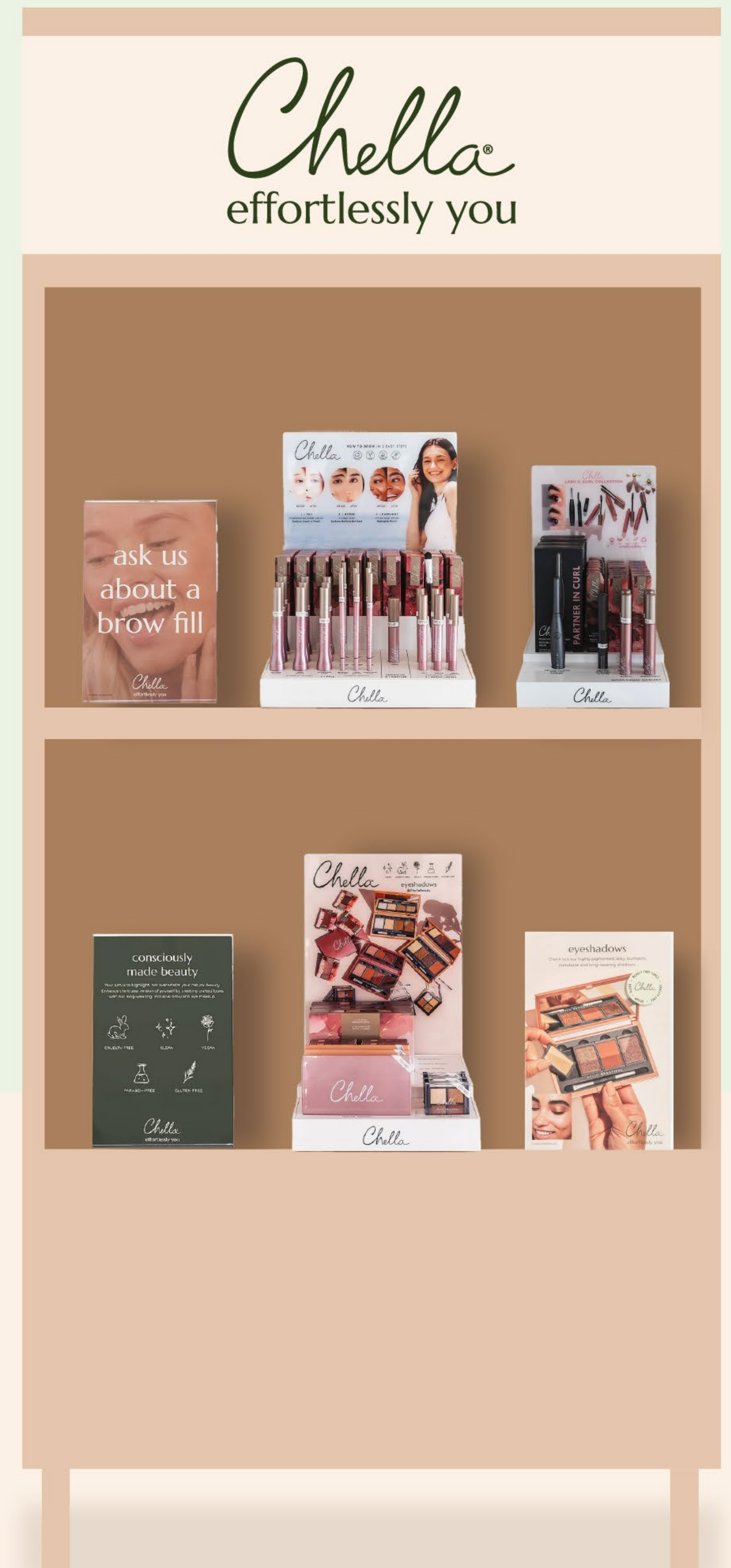
- eyebrow cream tester block display premium lash & curl display



- eyebrow pencil tester block display premium eyeshadow display



- brow tester display standard retail display



08.

marketing: onsite

Here are some way to advertise the Chella "Complimentary Brow Fill" onsite:

front desk

- Upon arriving hand the customer a "Complimentary Brow Fill Card" and explain to the customer it's value & promise. You can follow these conversation prompts:
 - A. What's your relationship with your brows? Don't know? You should ask your service provider.
 - B. Make sure to tell your service provider to give you the "Complimentary Brow Fill" today.
 - C. Your service provider will give you a "Complimentary Brow Fill" matching your hair color and skin tone.



08.

marketing: onsite

Here are some ways to advertise the Chella "Complimentary Brow Fill" onsite:

service provider - professional duties

- Check if the customer has received the complimentary service email or card handed by the receptionist at check in? If not - give her the "Complimentary Brow Fill Card".
- Ask the customer what is your relationship with your brows?
- Once the Brow Fill is performed, invite another stylist to check the look (a subtle cue), and of course, they could give genuine compliments.
- Present the brow kit and review how they can recreate this enhancement at home in 3 easy steps.
- Share about the Kits \$20 savings if bought today.
- Consultation Card - Filled out to customize the Customers Chella Purchase options - After the service the service provider can pull the products or give the card to the Front Desk and have them pull products.
- Refer a Friend Card (Builds Referrals and Loyalty).

09.

marketing: online & events

email & SMS

- Contact your subscriber base & email opt-ins using our email template for exclusive bookings for a complimentary brow & eye look by the shade/hair color & brand it “Discover and Improve Your Relationship with Brows”

events

- Schedule an event within 30 days of the first training. Here are some of our favorite event ideas to try:

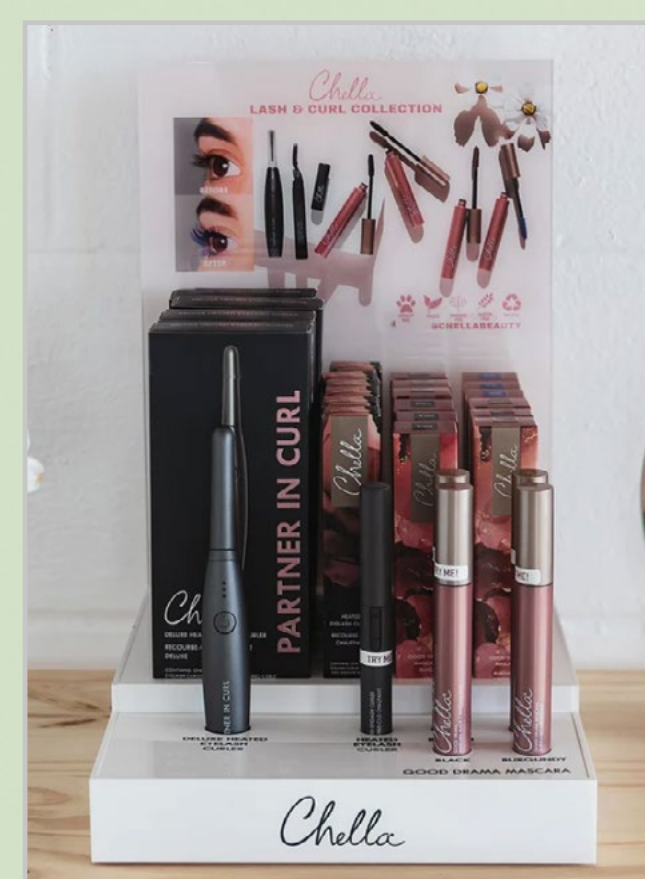
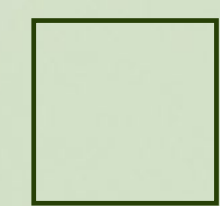
- Master Brow Class
- Brows & Bubbly
- Seasonal Events (Fall & Spring)
- Holiday Parties
- Customer Appreciation
- Spa/Salon Anniversary
- Pop-Up Event

10.

level up with lashes

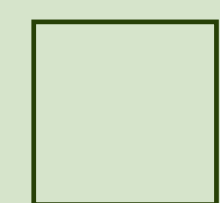
Adding our complimentary lash curl to your services is a great way to increase your sales. Here are some tips on how to add our Good Drama Mascaras and Heated Lash Curlers into your offerings.

merchandising & display options



premium lash & curl display

videos



How to Curl Your Eyelashes using our "Deluxe Heated Eyelash Curler"

video

service provider & front desk staff

- The Heated Eyelash Curlers are a fun and fast way to demonstrate and are perfect for the front desk team.
- Chella Good Drama Mascaras comes in 4 shades to compliment diferent eye colors and is a repeat purchase.
- The front desk will be excited about this amazing tool and can say " Let me show you some magic".
- Proven sales results with 9 out of 10 sell thru after demonstration.
- This small and mighty POP display can easily bring \$12K in profit!

"The Deluxe Heated Eyelash Curler has revolutionized our approach, offering benefits that truly open eyes. This innovation significantly boosted our revenue, aided by its elegant self-selling display by the register. Its user-friendly nature allows any staff member to showcase its magic effectively." - Karen M., Owner of Apple Day Spa (30+ Years of Business)

questions?

If you have more questions about how to succeed in Chella's Professional Incentive Program, please reach out to our Chella PRO team.



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let's succeed together!

Empower your team to deliver a service that lasts beyond the visit!

set goals

DATE _____

Review the total number of services given in a month and identify how many of your services you would be able to add a Chella "Complimentary Brow Fill" to.

MONTHLY GOAL EXAMPLE

<u>180</u>	# of facials per month
<u>40</u>	# of brow wax & services per month
<u>240</u>	salon services (cut, color, blow dry) per month
<u>8</u>	eyelash services per month
<u>468</u>	total potential services per month (add the above #'s)
<u>26</u>	average amount of days open per month
<u>18</u>	qualifying services per day = 468 total potential services divided by average amount of (26) days open per month
<u>6.3</u>	amount of complimentary brow fills actually performed = 18 qualifying services per day x 35%
<u>2.2</u>	close rate / sales per day = 6.3 amount of complimentary brow fills actually performed x 35%
<u>\$99</u>	amount made per day = close rate / 2.2 sales per day X \$45
<u>\$2,574</u>	monthly revenue = \$99 amount made per day x 26 average amount of days open per month

FILL IN YOUR MONTHLY GOAL

_____	# of facials per month
_____	# of brow wax & services per month
_____	salon services (cut, color, blow dry) per month
_____	eyelash services per month
_____	total potential services per month (add the above #'s)
_____	average amount of days open per month
_____	qualifying services per day = total potential services divided by average amount of days open per month
_____	amount of complimentary brow fills actually performed = qualifying services per day x 35%
_____	close rate / sales per day = amount of complimentary brow fills actually performed x 35%
_____	amount made per day = close rate / sales per day X \$45
_____	monthly revenue = amount made per day x average amount of days open per month

set goals

DATE _____

Review the total number of services given in a month and identify how many of your services you would be able to add a Chella "Complimentary Brow Fill" to.

LAST MONTH'S SERVICES

- _____ # of facials per month
- _____ # of brow wax & services per month
- _____ salon services (cut, color, blow dry) per month
- _____ eyelash services per month
- _____ total potential services per month (add the above #'s)
- _____ average amount of days open per month
- _____ qualifying services per day = total potential services divided by average amount of days open per month
- _____ amount of complimentary brow fills actually performed = qualifying services per day x 35%
- _____ close rate / sales per day = amount of complimentary brow fills actually performed x 35%
- _____ amount made per day = close rate / sales per day X \$45
- _____ monthly revenue = amount made per day x average amount of days open per month

NEXT MONTH'S GOALS

- _____ # of facials per month
- _____ # of brow wax & services per month
- _____ salon services (cut, color, blow dry) per month
- _____ eyelash services per month
- _____ total potential services per month (add the above #'s)
- _____ average amount of days open per month
- _____ qualifying services per day = total potential services divided by average amount of days open per month
- _____ amount of complimentary brow fills actually performed = qualifying services per day x 35%
- _____ close rate / sales per day = amount of complimentary brow fills actually performed x 35%
- _____ amount made per day = close rate / sales per day X \$45
- _____ monthly revenue = amount made per day x average amount of days open per month