

Chella[®] PRO

keys to retail success

Five retailing mistakes could be costing your business thousands of dollars a month or more. Make sure you know what they are and how to avoid them.



@ChellaBeauty @ChellaPro



agenda

- ◆ Pillars
- ◆ Beauty Advisor
- ◆ Chella Ambassador
- ◆ Display, merchandising, and location
- ◆ Menus
- ◆ Training and Education
- ◆ Emotional Connection
- ◆ Cards and Shelf Talkers
- ◆ Chella Pro Incentive Program
- ◆ Staff Contest

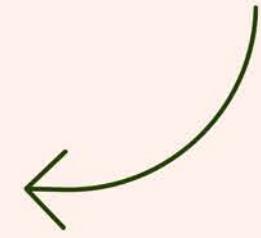


about chella

a letter from our founder



CEO & FOUNDER,
CHRIS KOLODZIEJSKI



"Growing up in Southern California, I witnessed my Mom as a single parent devote her life to her kids and a better future. My mother was a respected professional in the male-dominated world of commercial real estate in the 1970's, and she leveled the field with her creativity, ideas and intellect.

With my mother as my role model, I was left with a clear understanding of how the power of creativity, optimism, and, of course, having a dream can change your life. As I began back in 2002 to create and form Chella as an idea and brand, I discovered that all of these life lessons applied to beauty and self-esteem. I understood that I could help empower women through beauty. This has become the inspiration of Chella, the realization that beauty both internal and external can and will change your life."

pillars

01. beauty advisor

- Facialist
- Esthetician - Brow waxing expert
- Cosmetologist
- Receptionist
- Spa Desk - Guest Advisor

02. location, merchandising & display

03. menu in your location and on your website

04. training and education

05. putting it all together

how to make an additional \$2,500 - \$10,000 a month!



challenge #1

Is anyone assigned to selling?

Solution: The power of a trained beauty advisor

Assign someone to become the Chella Ambassador from your team.

- Responsibilities
- Be knowledgeable, passionate about the brand and brows, and confident on demonstrating all products.
- Educate on:
 - A 60-Second Complimentary Brow Fill
 - How to Brow in 3 Easy Steps
 - How to Curl your lashes in 10 seconds.
- Oversea/manage or be familiar with stock levels
- Keep Chella Display tidy + stocked
- Remember | No responsibility = No Sales

Pro Tip: Assign multiple team members to demo products on 3-5 customers a day.



select your chella 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 are 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?

- **www.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 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.

challenge #2

Lack of displays and merchandising

Solution: The power of location, merchandising and displays

MERCHANDISING & LOCATION OPTIONS:

The products need to be accessible and not in a locked drawer without access from the designated staff member.

- **A Chella Tester Display or Tester Block** - should always be in the Treatment Rooms.
- **WHY? So a Brow Touch-up/Brow Service can be performed** with any Service. Chella Tester Displays fit perfectly in treatment rooms so your team has easy access to offer a complimentary fill.
- **A Chella Standard Brow Display** should always be near the cash register in the main retail area or near make-up section. When a display that carries both Testers and Retail is available for the customers to shop and test products at, sales will be 30% higher than those displays that do not have that option.
- **Be sure to keep Chella Displays tidy**, filled, and properly merchandised.
- **If your products are in a drawer**, poorly displayed or locked in a cabinet you will kill your retail sales efforts. Customers cannot buy what they cannot see or try.



displays

Displays in your salon/spa business aren't just decor – they're silent ambassadors that showcase your artistry, inspire creativity, and communicate your brand's essence in every glance.

Standard Brow Display



Tester Block



Premium Eyeshadow Display



Premium Lash & Curl Display



challenge #3

No one knows about the services?

Solution: Have a menu in house and on the website, plus shelf talkers around the business.

MENU OPTIONS

- Include on your Main Menu in your salon/spa
- If a main menu is not available in the salon/spa, a supplemental handout menu should be created

*We can create a template for your convenience

- Add to your salon/spa website

MENU OFFERINGS

- Complimentary Brow Fill after any
 - Facial
 - Brow Waxing
 - Hair Service
 - Beauty Service
 - Add onto the enhancement menu for additional charge.
- Combo (Service & Product) or (Service & Kit) as options.

Pro Tip: It is ideal for your front desk/reception to be trained to upsell + cross sell the services.

Chella

basic brow wax

SUGGESTED \$25-50
DEPENDENT ON YOUR BUSINESS

Enjoy an amazing brow shaping consultation and a wax, trim and/or tweeze.

This service includes a COMPLIMENTARY CHELLA BROW FILL for a beautiful brow enhancement.

After waxing/tweezing your brows, your brow expert chooses the perfect color(s) to fill in the brows, choosing between our smooth, long-wearing Eyebrow Cream and/or perfectly precise Eyebrow Pencil (available in 9 colors) to create natural-looking, fuller brows.

deluxe brow makeover

SUGGESTED \$50-75
DEPENDENT ON YOUR BUSINESS

Take your Brows to WOW. This deluxe brow service includes the "Basic Brow Wax" PLUS personalized instruction from your Brow Expert as she teaches you the art of brow shaping and creation. Featuring Chella Beauty's How to Brow in 3 Easy Steps guide, learn how to Fill, Define & Highlight your brows with a few simple steps!

Chella deluxe brow makeover & personalized product

Take your Brows to WOW as your brow expert teaches you the art of brow shaping and creation. Plus, go home with the tools you need for brow success!

A) Deluxe Makeover + Pencil Kit

SUGGESTED SERVICE COST = COST OF DELUXE BROW MAKEOVER + KIT PRICE (KIT \$75 VALUED AT \$95)

The Custom Eyebrow Pencil Kit includes the Eyebrow Pencil which is perfectly Brow shade-matched to you, a Clear Eyebrow Defining Gel, a skin shade-matched Highlighter Pencil, & a Dual Blending Brush to carve out those brows. We will also include a simple guide on how to do your brows at home!

brow menu

challenge #4

Lack of training and education

Solution: We provide ongoing on/off site education and support

Who should be fully trained?

- Managers * Lead Estheticians & Team
- Receptionists (any one who touches the customers)

Guides and Workbook

- Product Knowledge Guide - Review
- Success Strategies Workbook
- How to Guides
- Familiarity of both cream + pencil
- Color Matching 101
- Highlight
- Face Shapes

Live Training for Partner Launch with Event (if Qualified)

Monthly Webinar Trainings

- Access to Saved Webinars
- List of Upcoming Webinars (Schedule)
- Annual Renewal Training



emotional connections

Perfectly shaped brows, perfectly forged
connections – where beauty meets emotion



challenge #5

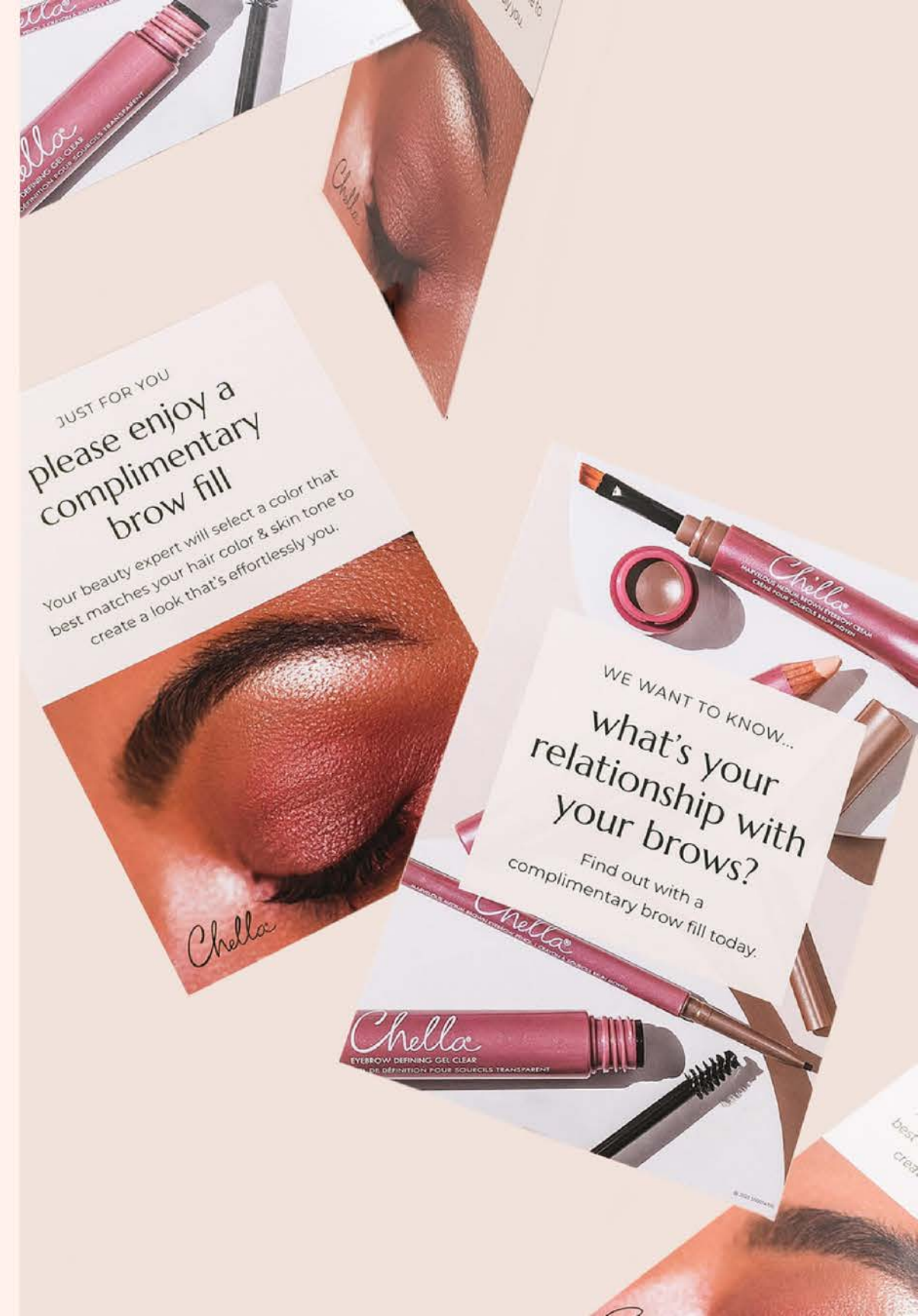
Connecting with your customers by making them look and feel their best

In Practice - After you have performed whatever “Qualifying Service” to your customers, you let them know that as a special “Finishing Touch” they will receive a “Complimentary Brow Fill”


1. This will complete their look.
2. It will make them look younger and more beautiful - that is what fuller thicker brows do.
3. This Complimentary Brow Fill will separate you from your local competition.
4. Your customer will now be more likely to refer a friend, leave a review and come back sooner.

How do we help you do this:

1. **We have all of the assets you need**
 - a. Complimentary Brow Fill Card
 - b. Refer a Friend Card
 - c. Brow Consultation Card



cards and shelf talkers



REFER A FRIEND
please enjoy a complimentary brow fill at

Chella

JUST FOR YOU
please enjoy a complimentary brow fill

Your beauty expert will select a color that best matches your hair color & skin tone to create a look that's effortlessly you.

WE WANT TO KNOW...
what's your relationship with your brows?
FIND OUT WITH A COMPLIMENTARY BROW FILL TODAY.

ASK FOR: _____ USE BY: _____

Chella



Chella

THE CUSTOMIZABLE
eyebrow cream kit

This all-in-one kit has everything you need for fuller-looking brows in three easy steps.
\$80 (\$100 value)

YOU SAVE \$20

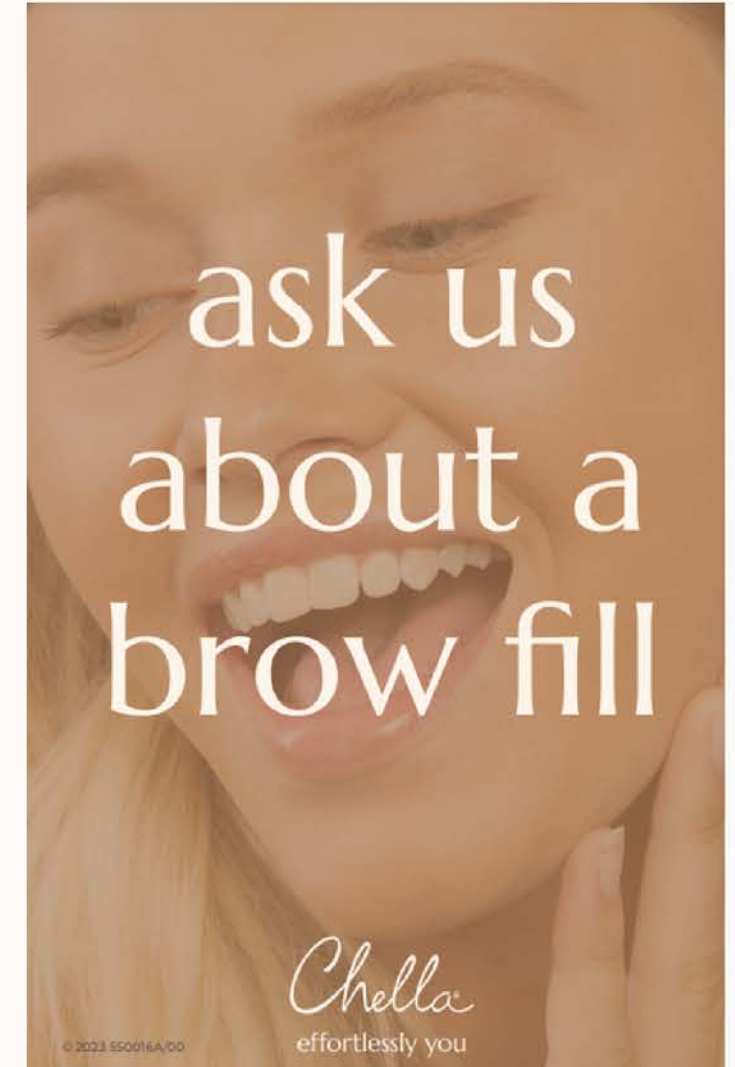
CLEAN • BEAUTY THAT CARES • CAREFREE • VEGAN
Chella



— PLUS —
one everyday makeup bag (not shown)

Chella
effortlessly you

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ask us about a brow fill

Chella
effortlessly you

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put it together

Let's see what is possible
\$30k to \$100k a year in retail sales

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 a sale, open 6 days a week)

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.

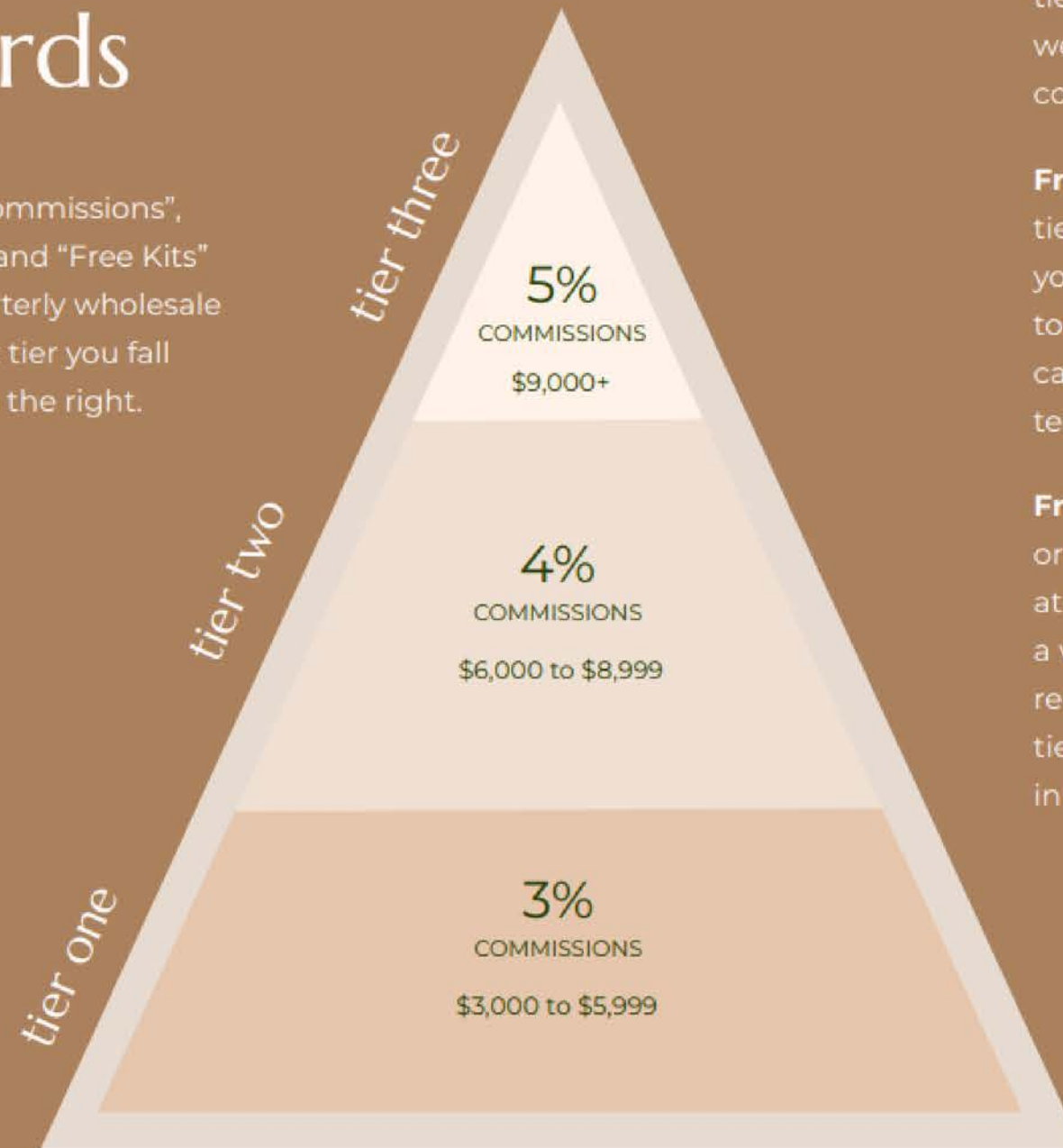
key takeaways

01. assign someone to be a Chella pro ambassador
02. display and merchandise your Chella products in retail and service areas.
03. Start doing complimentary brow fill every day
 - Give everyone who is willing to perform the Chella Complimentary Brow Fill 6 Brow Consultation Cards and let them know the expectation is that they do 6 Brow Fills a day, if that do they will likely sell at least 2 customer a day. Per the example on the previous page that will lead to over \$30,000 a year in revenue.
04. this complimentary brow fill will separate you from your local competition
05. your customer will now be more likely to refer a friend, leave a review and will come back sooner

spa & salon commission tiers & rewards

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.

chella pro incentive program



*\$ AMOUNT IN QUARTERLY WHOLESALE PURCHASES

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.

Free Kits: Receive FREE filled Pencil or Cream kits (kits will be valued at full MSRP). Tier one will receive a value of \$300 in kits, tier two will receive a value of \$600 in kits, and tier three will receive a value of \$900 in kits.



Chella^{PRO} Staff Contest

New contest starts every month

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

Remember, 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.

Contact your Chella Sales Rep to get started.



tier 1

\$1,548

2.2 SALES A DAY

(2.2 sales a day @ \$45 each = \$99 a day), (\$99 a day * 4 days = \$396 a week)
(4-week contest * \$396 = \$1,548)

\$50 Gift Card

-OR-

\$100 Chella Gratis

tier 2

\$2,160

3 SALES A DAY

(3 sales a day @ \$45 each = \$135 a day), (\$135 a day * 4 days = \$540 a week)
(4-week contest * \$540 = \$2,160)

\$75 Gift Card

-OR-

\$150 Chella Gratis

tier 3

\$2,880

4 SALES A DAY

(4 sales a day @ \$45 each = \$180 a day), (\$180 a day * 4 days = \$720 a week)
(4-week contest * \$720 = \$2,880)

\$100 Gift Card

-OR-

\$200 Chella Gratis

This is all in addition to commission earned within your salon/spa!

recap

01. the pillars that drive your retail business

- Beauty Advisor
- Location, Merchandising & Displays
- Menus
- Training & Education
 - (Management Set-up)

02. putting it all together

- make an additional \$2,500 to \$10,000 a month

03. additional resources

- Success Strategy Workbook
- Chella Pro Incentive Program
- Ambassador Program
- Chella Staff contest



questions?



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