

SULLIVAN BEAUTY PRESENTS

THE ENDCAP PROGRAM

A proven strategy to get the most out of Sullivan Beauty while dramatically growing your retail sales!



Sullivan
BEAUTY

www.sullivanbeauty.com



Based on strategies from 32
CB Sullivan Co stores

Let's check "grow retail sales" off your to-do list

Have you ever walked into your favorite store and found yourself drawn to a beautifully merchandised retail display?

Do you wish you had the time, energy or creative juices to have that type of display in your salon, refreshed every two months?

What if we did the work for you every other month by simply presenting you the promotional options, their accompanied merchandising pieces and setting up your featured display?

What if we told you that you'll never get stuck with a single promo and that whatever you have left over will be credited towards your next display's new promos?

Would that interest you?

WHAT WE DO

We setup a beautiful product display of exciting, fresh promotions, suited to your style, signage & engaging decor. We keep it stocked during the 2 month period. At the end of the period, we collect what doesn't sell and we roll the entire credit into the stock of the next bi-monthly promotional display.

01 Pick out a display space

Your Sullivan Beauty Consultant will assist you in picking out a space in your salon for your new endcap display. This space will quickly get known by your staff and clients alike as where to find exciting NEW products and promotions.*

* Minimum \$299 display

02 Pick out a display

Your Sullivan Beauty Consultant will present you with a variety of NEW promotions to impactfully stock your endcap display. The recipe for a successful endcap, developed at CB Sullivan stores, combines a low number of SKU's with a high quantity of stock. This triggers the buyer's impulse.

* Your SBC will restock bi-weekly

03 Launch to the team

Your Sullivan Beauty Consultant will launch the promotions to you and your team. This is an essential component to the success of your endcap. Your staff will be shown the value of the promotions while being encouraged to grow their retail commissions!

* Min 15 minutes req. bi-monthly

WHY OUR CUSTOMERS LOVE THE ENDCAP PROGRAM

“ Having an ongoing featured promotion elevates the guest’s experience and it gives our stylists an additional opportunity to talk product to the guests

VICTORIA DEPROFIO
Transformations Salon & Spa



Risk-free selling

Never get stuck with anything. Bi-monthly, your endcap will be swapped for NEW

Enjoy more NEW

With no risk involved, you order how much you hope to sell, not just what you can sell



Your silent salesman

Your SBC will assist in developing a true silent sales person in your retail area

A superior investment

Better than any other traditional investments see your dollars double multiple times per year

KERRY SULLIVAN

Co-owner



We would rather have our product promos on your salon’s shelves than on our warehouse’s “

LAUREN SULLIVAN

Co-owner



As our Father C.B. would always say, “Pile them high and watch them fly!” “

TYLER SULLIVAN

Co-owner



Products on a well-stocked & merchandised focus display sell 4x more than on traditional in-line shelf displays “

**LET'S GET YOUR END CAP
STARTED**



Guaranteed
to grow
your retail
sales...
automatically



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