

Elite Salon Roundtable

COLLABORATIVE BUSINESS STRATEGY
FOR NEW ENGLAND'S TOP SALON LEADERS

Join an intimate gathering of Sullivan Beauty's Elite Collection salons for a day of honest conversation, collaborative problem solving, and fresh business perspective.

NO PRESENTATIONS.

NO SALES PITCHES.

**JUST SALON LEADERS HELPING
SALON LEADERS GROW.**

WHAT WE'LL EXPLORE

-  **PROFITABILITY**
Hiring, pricing, payroll, margins
-  **LEADERSHIP**
Culture, accountability, management
-  **GROWTH**
Marketing, retention, expansion
-  **STRATEGY**
Bring your toughest business question.
-  **INNOVATION**
Hear what's working inside other elite salons.
-  **COMMUNITY**
Connect with salon owners who understand your challenges.

AGENDA

-  **10:00 AM**
Coffee & Networking
Settle in and connect.
-  **11:00 AM – 12:00 PM**
Phorest Presentation
Calculating the appropriate marketing spend per new client & the value of retaining your current guests.

-  **12:00 PM**
Working Lunch
Network, share and collaborate.
-  **1:00 PM**
Open Roundtable Discussion
Your voice. Your topics. Real conversations.
-  **2:30 PM**
Collaborative Action Planning
Turn ideas into action. Leave with next steps.
-  **4:00 PM**
Adjourn
Until next time.



MONDAY, SEPTEMBER 14

10:00 AM – 4:00 PM

Sullivan Beauty Learning Center
272 Londonderry Turnpike
Hooksett, NH

GUEST PERSPECTIVE



Phorest will provide a focused perspective on two key growth drivers for your salon:

-  **CALCULATING THE APPROPRIATE MARKETING SPEND PER NEW CLIENT**
Understand what to invest, where to invest, and how to drive a positive return.
-  **THE VALUE OF RETAINING YOUR CURRENT GUESTS**
Learn how retention drives long-term profitability and how to strengthen client loyalty.

This presentation includes suggestions and key takeaways you can apply immediately in your salon.

-  **DATE & TIME**
Monday, September 14
10:00 AM – 4:00 PM
-  **LOCATION**
Sullivan Beauty Learning Center
272 Londonderry Turnpike
Hooksett, NH
-  **LUNCH INCLUDED**
-  **INVITATION ONLY**
2 SEATS PER ELITE SALON

EVERY GUEST LEAVES WITH:

-  New business ideas
-  Practical solutions
-  New industry relationships
-  Fresh perspective
-  Actionable strategies

The best ideas rarely
come from working alone.



RESERVED EXCLUSIVELY FOR
SULLIVAN BEAUTY
ELITE COLLECTION SALONS.



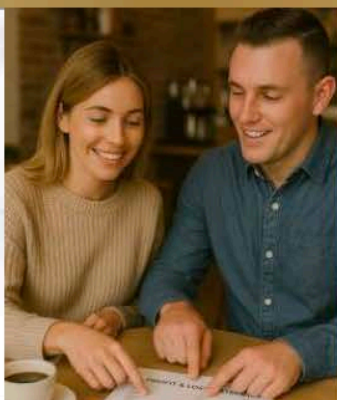
ELITE REWARDS

MORE THAN REWARDS. A PARTNERSHIP THAT PAYS.

QUARTERLY PURCHASE LEVELS	TOOLS / EDU. / BACKBAR / SUNDRIES*	STYLIST/CLIENT INCENTIVE PRIZE*	WINDOW GRAPHIC ANNUALLY*	NEW PRODUCT SAMPLING FOR STAFF*	ANNUAL PLANNING ROUND TABLE	FREE E-COMM HOSTING*	ANNUAL FINANCIAL ANALYSIS
TITANIUM PURCHASES \$25,000 - \$30,000 /quarter \$100K-\$120K/YR	\$2,500 QUARTERLY	\$800 QUARTERLY			VIP ✓ Round table 1/yr		
PLATINUM PURCHASES \$20,000 - \$25,000 /quarter \$80K-100K/YR	\$2,000 QUARTERLY	\$600 QUARTERLY			VIP ✓ Round table 1/yr		
WHITE GOLD PURCHASES \$15,000 - \$20,000 /quarter \$60K-\$80K/YR	\$1,550 QUARTERLY	\$400 QUARTERLY			VIP ✓ Round table 1/yr		
GOLD PURCHASES \$10,000 - \$15,000 /quarter \$40K-\$60K/YR	\$900 QUARTERLY	\$250 QUARTERLY			VIP ✓ Round table 1/yr		
BRONZE PURCHASES \$5,000 - \$10,000 /quarter \$20K-\$40K/YR *Multi-location spend combined	\$425 QUARTERLY *\$1.00 in rewards equals \$0.50 in education credit	* Incentive meant to boost the sales of products or services	*Cost not to exceed 1% of salon's annual purchases		VIP ✓ Round table 1/yr *New products from the brands you carry	 *Save \$96/annual hosting fee on StyListStores.com	 *Financial analysis of your P&L

FINANCIAL ANALYSIS

Personalized consultation in your preferred location to review and optimize your P&L, helping you better understand your revenue streams and make strategic business decisions.



LAYERING REWARDS

Your Sullivan Beauty Elite Rewards are earned in addition to our brands' generous rewards programs.

davines
Beauty + Sustainability

KEVIN.MURPHY
ALL ACCESS

KERATIN COMPLEX
Beautiful hair every day

Living proof.
Proof Positive Rewards

JFMS PRO
REWARDS

evo
LOVE

SURFACQ
SALON REWARDS PROGRAM

the color
OLAPLEX LOYALTY PROGRAM