

REWARDS PLANNING MEETINGS



How to receive your rewards

Meet with your Sullivan Beauty Consultant
(SBC) to discuss how the rewards will be
used to achieve your business goals & grow!
(Rewards subject to SBC discretion)

FAQ

Q. How are the Elite Rewards issued?
A. As product and/or education credit.

Q. Do my Elite Rewards expire?
A. Yes, your Rewards expire every April 1st.

Q. Can Rewards be rolled over from month to month?
A. Yes, which is useful for saving up for education experiences.

Q. What does "subject to SBC discretion" mean?
A. Your SBC requires that rewards be utilized in a way that
supports the shared growth of both the salon and Sullivan
Beauty.

Q. What is StyList Stores e-commerce?
A. Your new full-commission online web-store for your
Sullivan Beauty brands.

Q. Does this eliminate my brands' rewards programs?
A. No, Elite Rewards are in addition to them.

Q. Do the purchases of intros, education and/or
buybacks count toward my rewards?
A. No, intros, education and buybacks do
not earn Elite Rewards.

Q. Do I need to enroll?
A. No, enrollment is
automatic!

**Rewards maynot be
eligible if you hold an
outstanding balance*

Your Elite
Collection of Fine
Salons wall plaque to
proudly display in-salon:



REWARDS GUIDE

Sullivan
BEAUTY
Your success is our success
Since 1945



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	S	S	VIP ✓ Round table 1/yr	S	\$
PLATINUM PURCHASES \$20,000 - \$25,000 /quarter \$80K-100K/YR	\$2,000 QUARTERLY	\$600 QUARTERLY	S	S	VIP ✓ Round table 1/yr	S	\$
WHITE GOLD PURCHASES \$15,000 - \$20,000 /quarter \$60K-\$80K/YR	\$1,550 QUARTERLY	\$400 QUARTERLY	S	S	VIP ✓ Round table 1/yr	S	\$
GOLD PURCHASES \$10,000 - \$15,000 /quarter \$40K-\$60K/YR	\$900 QUARTERLY	\$250 QUARTERLY	S	S	VIP ✓ Round table 1/yr	S	\$
BRONZE PURCHASES \$5,000 - \$10,000 /quarter \$20K-\$40K/YR <small>*Multi-location spend combined</small>	\$425 QUARTERLY <small>*\$1.00 in rewards equals \$0.50 in education credit</small>	<small>* Incentive meant to boost the sales of products or services</small>	<small>*Cost not to exceed 1% of salon's annual purchases</small>	S	VIP ✓ Round table 1/yr <small>*New products from the brands you carry</small>	S <small>*Save \$96/annual hosting fee on StyListStores.com</small>	\$ <small>*Financial analysis of your P&L</small>



3 VIP BUYING EVENTS / YR ✓

- 📅 Pot O' Gold SALE - March
- 📅 Back to school SALE - Aug
- 📅 Holly Jolly SALE - Dec

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.

