



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 utilizied 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 elligible if you hold an outstanding balance

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

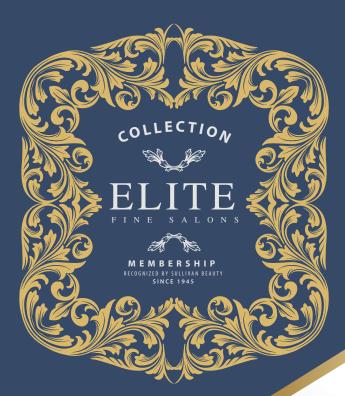


How to receive your rewards

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)

Sullivan



REW ARDS GUIDE



Since 1945





	QUARTERLY PURCHASI LEVELS
	TITANIUM PURCHASES \$25,000 - \$30,000 /quarter \$100K-\$120K/YR
١	PLATINUM PURCHASES \$20,000 - \$25,000 /quarter \$80K-100K/YR
١	WHITE GOLD PURCHASES \$15,000 \$20,000 /quarter \$60K-\$80K/YR
	GOLD PURCHASES \$10,000 - \$15,000 /quarter \$40K-\$60K/YR
	BRONZE PURCHASES \$5,000 - \$10,000

/quarter

\$20K-\$40K/YR

\*Multi-location

spend combined



TOOLS / EDU. /

BACKBAR





\* Incentive meant to boost the sales of products or services

\*Cost not to exceed 1% of salon's annual purchases





\*New products from the brands





## FINANCIAL **ANALYSIS**

\$425

QUARTERLY

\*\$1.00 in rewards

eguals \$0.50 in

education credit

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.





3 VIP BUYING

EVENTS / YR 🗸

Pot O' Gold SALE - March

S Holly Jolly SALE - Dec

Back to school SALE - Aug

\$800 QUARTERLY

\$600

**OUARTERLY** 

\$400

**QUARTERLY** 

**OUARTERLY** 

STYLIST/CLIENT

INCENTIVE

PRIZE\*

WINDOW

GRAPHIC

ANNUALLY\*

**NEW PRODUCT** 

SAMPLING

FOR STAFF\*

VIP 🗸 Round table 1/yr

VIP V

Round table 1/yr

VIP V

Round table 1/yr

VIP V

Round table 1/yr

ANNUAL

**PLANNING** 

ROUND TABLE

FREE

E-COMM

HOSTING\*

ANNUAL

FINANCIAL

ANALYSIS