



REWARDS PLANNING MEETINGS



FAQ

Q. How are the rewards dollars paid?
A. As product and / or education credit.

Q. What is priority pricing at sale events?
A. Guaranteed opportunity to place one order with at least 10% off everything or best price, whichever is greater.

Q. Can credits be rolled over through the year?
A. Yes, which is useful for saving up for education experiences.

Q. What does "subject to SBC discretion" mean?
A. The SBC will require that the use of rewards further the mutual growth of salon with Sullivan Beauty.

Q. What is StyList Stores e-commerce?
A. Your website's new online store containing your Sullivan Beauty brands.

Q. Does this eliminate my Brand's rewards program?
A. No. Elite rewards are in addition to it.

Q. Do intros and/or buybacks count toward my rewards?
A. No. Intros and buybacks have a built in discount greater than your elite rewards.

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

NOTE: Rewards may not be eligible while you hold a balance

Your new Elite Collection Salon entryway plaque will be installed by Sullivan Beauty:



How to receive your rewards

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



YOUR
ELITE
SPECIALIST
KERRY
SULLIVAN
(844) 799-0811 xt.222



| QUARTERLY PURCHASE LEVELS | TOOLS / CLASS / 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 | X4✓ Hair Stylists +2✓ Receptionist | VIP ✓ Round table 1/yr | S | \$ |
| PLATINUM PURCHASES \$20,000 - \$25,000 /quarter \$80K-100K/YR | \$2,000 QUARTERLY | \$600 QUARTERLY | S | X3✓ Hair Stylists +1✓ Receptionist | VIP ✓ Round table 1/yr | S | \$ |
| WHITE GOLD PURCHASES \$15,000 - \$20,000 /quarter \$60K-\$80K/YR | \$1,550 QUARTERLY | \$400 QUARTERLY | S | X2✓ Hair Stylists +1✓ Receptionist | VIP ✓ Round table 1/yr | S | \$ |
| GOLD PURCHASES \$10,000 - \$15,000 /quarter \$40K-\$60K/YR | \$900 QUARTERLY | \$250 QUARTERLY | S | X1✓ Hair Stylist +1✓ Receptionist | VIP ✓ Round table 1/yr | S | \$ |
| BRONZE PURCHASES \$5,000 - \$10,000 /quarter \$20K-\$40K/YR | \$425 QUARTERLY | | | X1✓ Hair Stylist | VIP ✓ Round table 1/yr | S | \$ |

* Usage subject to SBC discretion

* incentive meant to boost the sales of products or services

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

* of your brand(s)

*E-Commerce platform is StyList Stores

* Financial analysis of your P&L

EXCLUSIVE CONTESTS

ALL Elite salons are entered into exclusive contests to achieve education and or R&R at an elite destination

ELITE STATUS

Elite Collection salons receive priority pricing at sale events and priority seating at large events.

LAYERING REWARDS

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