



## Ouidad at Ulta

**Product:** Ouidad Hair Products

**Assortment:** Please print both POGS and bring them with you to ensure that you merchandise your fixture properly. (Your store will have either the 3 or 4 FT POG)

**Account Manager:** Lauren O'Neil: [loneill@revenuecreations.com](mailto:loneill@revenuecreations.com) or 845-313-9685

**Before your visit :**

- Listen to training call (posted under " project documents")
- Watch videos ( posted under " project documents")
- Print out POG ( posted under " project documents") bring with you on your visit!
- You will receive a **package in the mail** including **10 of each** of the following: Social Postcards, Best Seller Info Sheets & Mongongo Oil Samples. PLEASE KEEP 1 MONGONGO OIL SAMPLE FOR YOURSELF, AND BRING EVERYTHING ELSE TO THE STORE!

**Purpose of Visit:** Ensure that the all Ouidad Hair Products are out, organized, filled **by PRODUCT TYPE and DISTRIBUTE THE FOLLOWING MATERIALS ACCORDINGLY** as well as meet the Prestige Manager, and get their e mail!

**Average Time:** 1 hour

**Maximum Time:** 1.5 hours (Please text Lauren, Jess & Jen from the store if you need more time)

Lauren 845-313-9685, Jess 914-456-2829, Jen 845-325-5130

**Required Photos:** 4 PHOTOS TOTAL (1 before photo and 1 after photo, and 2 photos of the product overview)

BEFORE



AFTER



OVERVIEW



**Client Priorities:**

- Locate and introduce yourself to the PRESTIGE MANAGER (if they are not there locate & work with the manager). Inform them that you are WITH OUIDAD, and the company has been around 33 years and is focused on curly hair based on curl type! ( it is very important to give them this introduction about the brand to help spread product knowledge)
- Get the Prestige Managers **e mail address** (if you are working with the manager please get their e mail instead)!
- Give the Prestige Manager (or manager) the **Best Sellers Info sheets**, and ask them to keep them in the backroom so that the staff can reference them, and become knowledgeable about Ouidad Best Sellers!!
- Distribute the samples of the **Mongongo Oil to the staff and stylists** (Keep one for yourself to use and try!)
- Distribute the **Social postcards for free deluxe sample to the stylists in the salon and the staff!!!!** Remind them to fill out the card, and place in the mail before April 15<sup>th</sup>! If they don't have curly hair..ask them to give it to a friend who does!
- A couple things to remember when merchandising:
  - Organize according to the product signage on your fixture.
  - If you find any damages please give them to a manager / associate.
  - If you find any other brands on the Quidad fixture please give them to an associate or manager.
  - **Talk to as many people as possible... let them know you are with Ouidad, you are here to help them, and inform them of the brand!!**
  - **Point out our best sellers. Climate Control Heat & Humidity Gel, Curl Recovery Meltdown Mask, Moisture Lock Leave In, Botanical Boost**
  - Walk to the impulse fixture area at the front of the store, have a look if any Ouidad products need merchandising