



Ouidad at Ulta

Product: Ouidad Hair Products

<u>Assortment</u>: 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'Neill: 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!

<u>Purpose of Visit:</u> 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

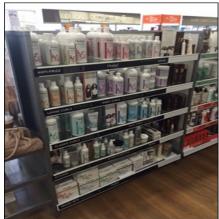
Maximum Time: 1.5 hours (Please text Lauren, Jess & Jen from the store if you need more time)

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 15th! 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.
 - o 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