

Manager Retail Toolkit

May Promotions | Hydration and Curl Kits

Timeline

Mother's Day Promotion: May 1 - May 10

Standard Promotion: May 11 - May 31

Promotion Focus

Hydration and Curl Kits designed for dry, frizzy, or undefined curls. Bundled to simplify recommendations and improve results between visits.

Sign Placement

Mother's Day (through May 10): Front desk, retail shelf, optional mirror stations.

After May 10: Replace with standard signage and maintain placement at front desk, retail area, and break room.

Stylist Talking Points

This is what I recommend for what you're dealing with.

These kits have been really popular lately.

It helps keep your hair consistent between visits.

Close: Do you want me to grab one for you today?

Product Knowledge

Moisture Lock: Replenishes moisture, protects from damage, leaves hair soft and manageable.

Curl Styling (Creme/Spray): Enhances curl shape, controls humidity, adds shine.

Manager Notes

Keep kits visible and stocked. Reinforce during shift huddles. Focus on recommendation over selling.

Execution Checklist

Signs printed and placed

Kits stocked

Team aware of promotion

Mother's Day signage removed after May 10

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June Promotions | Black Label BOGO

Timeline

Father's Day Promotion: June 1 - June 21

Standard Promotion: June 22 - June 30

Promotion Focus

Black Label Buy One, Get One 50% Off. Strong for gifting, easy upsell, and quick add-on purchases.

Sign Placement

Father's Day (through June 21): Front desk, retail display, optional waiting area.

After June 21: Replace with standard BOGO signage and maintain strong retail visibility.

Stylist Talking Points

This is an easy Father's Day gift.

You can mix and match with this deal.

Most clients grab two while it's running.

Close: Want me to set that up for you today?

Product Knowledge

3-in-1 Wash: Cleans and moisturizes hair and body in one step.

X-Treme Gel: Firm hold, long-lasting control, no flaking.

Matte Wax / Pomade / Paste: Texture, shine or matte finish depending on preference.

Manager Notes

Keep product front-facing and stocked. Encourage pairing products. Support last-minute gift buyers.

Execution Checklist

Signs printed and placed

Product stocked

Team aware of promotion

Father's Day signage removed after June 21