



**AVEDA**  
**AMBASSADOR**  
**PLAYBOOK**



COMMUNITY

*growth*

ACCESS

Welcome, Aveda Ambassador! We're excited to have you join a community of like-minded, passionate, growth-seeking Aveda enthusiasts.

As an Aveda Ambassador, you are part of a community that can help you and your salon/spa grow. You also gain access to exclusive content in addition to the latest brand news and events.

The objective of the Aveda Ambassador Playbook is to help you understand your role as an Ambassador, the different opportunities you will have to connect with Aveda and where to find the tools to help you succeed in your role.





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## SECTION ONE

# getting STARTED

# AVEDA BRAND OVERVIEW

## AVEDA MISSION AND WELLNESS

### AVEDA MISSION STATEMENT

OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.

—Horst Rechelbacher, founder

### **What is your responsibility in bringing the Aveda Mission and Wellness to life in your salon/spa?**

As part of our Mission and our commitment to the wellness of ourselves, our guests, and the world, we begin every educational session with wellness. We infuse Mission and wellness activities throughout education as well as throughout our guest experiences.

The Aveda Mission statement informs every decision that we make at Aveda. The responsibility of an Aveda Ambassador is to relay this to your team and your guests on a regular basis.



### **RESOURCE**

The Mission and Wellness Reference Guide, available on Aveda PurePro™, is a resource that will continue to inspire you with new activities to bring to life with your own team.

## OUR FOUR BRAND PILLARS

No Compromise. Our brand philosophy has never been more relevant. Our Brand Pillars speak to how the Aveda mission comes to life in our business practices.

### POWERFUL HAIR & SKIN CARE ROOTED IN NATURE

Nature works and we've proven it for over 40 years. We combine modern science with ancient wisdom inspired by Ayurveda. Our pharmacognicists study plant DNA & their impact on hair & skin and formulate with pure flower and plant essences. Aveda is inspired by ancient healing practices from India where inner and outer beauty are believed to be intimately connected. Our hair care is 90% naturally derived and 100% vegan with a solution for every hair type and need. Our skin care, body care and aroma are powered by nature and drive high-performance results.

Aveda Hair Color is a minimum of 92% naturally-derived, cruelty-free, vegan and completely customizable with infinite color possibilities and less inventory needed.

\*From plants, non-petroleum minerals or water. Learn more at [aveda.com](http://aveda.com).

### ELEVATOR STATEMENT PRACTICE

**Create a 1–2 sentence statement to create a response for the following questions:**

- **How would explain the key points of difference of Aveda Hair Color?**
- **How would you explain what Ayurveda is?**

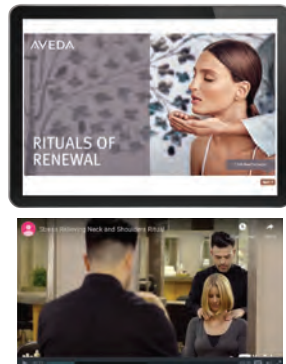
**HINT:** Leading a group through creating their own Elevator Statements is an effective way to anchor new learning and allow the participants to inject their own style.

## SENSORIAL EXPERIENCES

Deeply rooted in Aveda's heritage, the Rituals of Renewal are the physical connection to Aveda's mission. Using 100% naturally derived aromas, the rituals allow each team member to connect with guests in a meaningful way through the power of touch, breath and aroma.

What are the seven core Rituals of Renewal?

- 1
- 2
- 3
- 4
- 5
- 6
- 7



### RESOURCE

The Aveda Rituals of Renewal Reference Guide, e-learning and videos, available on Aveda PurePro™, are resources that will continue to inspire you with new activities to bring to life with your own team.

## MISSION OF CARE/ENVIRONMENTAL LEADERSHIP & RESPONSIBILITY

Why Aveda? Because we care.

### Earth Month

Every April, since 1999, our Aveda network of salons, spas, Aveda Institutes and Experience Centers, beauty industry professionals, employees, and guests celebrate Earth Month, a month-long campaign with a simple mission to love, celebrate and raise funds to protect people, animals and the environment with a focus on clean water. As of 2019, \$64.7M+ has been raised. Aveda is proud to partner with charity: water, one of the leading non-profit organizations dedicated to providing access to clean, safe drinking water, sanitation and hygiene (WASH) to people in developing countries. Since 2006, they have raised over \$300M which has funded 38,000 clean water projects in 27 countries impacting 9.6 million people.

## SUSTAINABLE SOURCING

With Soil to Bottle™ traceability we track key ingredients back to the farm, so we can ensure they are grown and harvested in a way that protects the environment and gives fair pay and respectful treatment for all workers. We also provide grants to our sourcing communities to help them set up better education, healthcare and housing to quickly become self-sufficient, economically thriving villages.



### ROUNDTABLE DISCUSSION

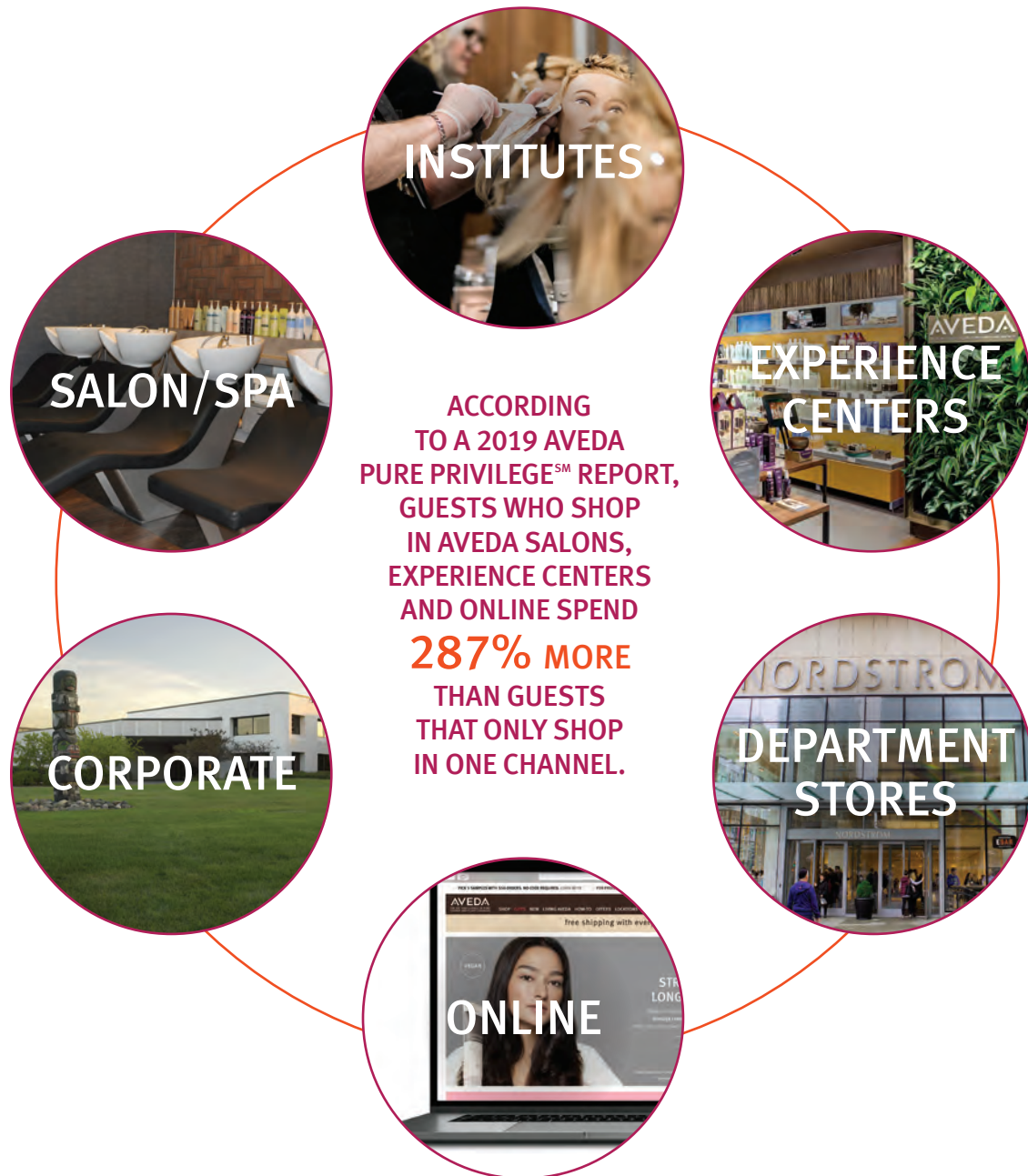
What are some of the new ideas that you gained from your cohorts to bring Aveda's Mission of CARE and Earth Month back to your salon?

### NOTES



# AVEDA OMNI-CHANNEL

**Hair care solutions any day, any time!** Aveda reaches its guests through multiple channels of distribution whether it's through our high-touch, complimentary services at our Experience Centers, student-driven knowledge at our Institutes, professional services at our salons and spas, or through quick replenishment orders online. These partnerships also support all of the Aveda teams with information sharing, strengthening of the markets and guest referrals.



## WHO IS YOUR TEAM?

- **Salon Development Partner**

The Aveda Salon Development Partner (SDP) is responsible for building relationships with salon partners through account management and salon team engagement. They execute brand plans/promotional calendars as well as create local plans and specific events to drive enthusiasm and engagement with the customer. The SDP is responsible for coordinating education customized to the salon/institute. The SDP assesses the team's ability to effectively incorporate service skills and techniques and provides feedback on product sales to salon staff and the salon owner. They help to drive client acquisition and sales through product knowledge, social influence, salon eventing, oversight of visual merchandising execution, and by building collaborative relationships with key stakeholders in the community.

Your Contact: \_\_\_\_\_

- **Field Specialist**

The Aveda Field Specialist is responsible for coordinating, teaching, and implementing core education curriculum to drive achievement of strategic goals. They coordinate and conduct both live and virtual training that motivates, builds competence, and improves individual's performance and contribution. They provide coaching, support and development to learners to ensure they are successful, knowledgeable and accountable to results in their individual locations and/or regions. They actively coach retail and salon team member on expected service as well as assess and evaluate the results of trainings and coaching. They also create plans to drive sales to continuously improve results.

Your Contact: \_\_\_\_\_

- **Technical Specialists**

Aveda Technical Specialists are responsible for delivering strong education plans, and understanding the unique needs of professional education across the Aveda brand that is critical to growing sales and domain expansion. They help develop regional Aveda Freelance Educators including, Pureprofessionals™ and Certified Trainers, to meet current and future education needs. They have extensive hair or spa industry experience to effectively deploy all education seminars and programs and build effective networks both internally and externally for learning, sharing and benchmarking. They stay in touch with trends, current thinking and issues within the beauty/hair industry and offer education solutions for our network's technical needs.

Your Contact: \_\_\_\_\_

- **Experience Center**

In 1988, the first Aveda Esthetique opened on Madison Avenue in New York. Since then, our freestanding stores have been the epicenter of the Aveda vision. Now called Aveda Experience Centers, with over 100 in the U.S., these spaces have brought the pillars of the brand to life. They continue to be partners with our Salon network to cultivate and educate guests and drive referrals into our professional locations.

Your Contact: \_\_\_\_\_

- **Aveda Institute**

Over 40 Aveda Institutes with 7,000+ graduates every year who are passionate about Aveda and what it stands for. Our Institutes are award winning, and the students individually as well. They are a critical component of the Aveda omni-channel and a continual source of new talent for our salons and spas as well as a growth partner.

Your Contact: \_\_\_\_\_

**Need more support?** Contact the Aveda Corporate team at [Ambassador@aveda.com](mailto:Ambassador@aveda.com) and all messages will be returned within 48 hours.

## EXPECTATIONS OF ROLE

### BEING AN AVEDA BRAND AMBASSADOR

Being an Aveda Ambassador means that you represent yourself, your salon and Aveda. You love what you do, taking care of your guests and working with Aveda, but what does it really mean to be a Brand Ambassador? There are certain expectations of this role.

Aveda Ambassadors:

- Love, use and tell people about the Aveda products.
- Demonstrate professionalism in the way you talk about your work, your salon, your team and Aveda.
- Live the Aveda Mission in a way that is relevant to them and encourage others to do the same.
- Share the love within the 4 walls your work as well as everyday life and social media.
- Are consistent and exceptional Aveda Service Providers.
- Are eager to learn and share more.

#### WHAT ELSE?



## SALES LEADER, EXPECTATIONS AND BENCHMARKS

We know that one of the measurements of elevated guest service is making sure that guests are leaving their service experience with the right tools and education to care for themselves at home. As Ambassadors, you are expected to have a history of being a leader in demonstrating the skills and results in retail sales, service and guest care. Now is your opportunity to not only continue to represent the highest level of expertise in these areas but also support your team in honing theirs.

AVEDA SALES BENCHMARKS	BENCHMARKS
<b>Productivity</b>	Team members are booked 75–85% of their scheduled work hours
<b>Team Retention</b>	70% of team members who stay year after year
<b>Existing Guest Retention</b>	70% of existing guests returning within 90 days
<b>New Guest Retention</b>	50% of new guests returning within 90 days
<b>SPST: Service per Service Ticket/Transaction</b>	Growing every year
<b>% Color Transactions</b>	70% of total hair service transactions
<b>% of Service Guests Pre-Booked</b>	60% of all service guests are pre-booked for their next appointment
<b>% of Service Guests Purchasing Product</b>	40% of service guests are purchasing product
<b>RPCT: Retail per Client Ticket/Transaction</b>	\$10 beginning (or non-concept) \$13.50 mid (or concept) \$16.50 senior (or lifestyle)

**What are some ways that you can meet the sales benchmarks for yourself as well as with your whole team?**

# MAXIMIZING AVEDA PUREPRO™

Aveda PurePro™ is the one stop shop for all things Aveda. Being able to not only effectively navigate Aveda PurePro™ but also ensure the whole team's access and interaction is critical to the success of the Aveda Ambassador.

## The Key Tabs on Aveda PurePro™ are:

- **Shop Education:** In this section, team members can search for specific educational events relevant to their needs. The opportunities include Live Classes, In-Salon Classes, Events, ELearning and Virtual Classes.
- **My Development:** The website builds an education path based on the team member's role and guides their ongoing growth and development.
- **Lookbook:** In this area, Aveda network stylists post their completed looks and formulas to share and celebrate their work.
- **Search Resources:** This section contains marketing, education and sales support tools.

## SCAVENGER HUNT

### Go to Aveda PurePro™ and complete the following items:

- ☐ Find the Product Resource Guide for Shampure™ Nurturing Shampoo and Rosemary Mint Purifying Shampoo
- ☐ Watch the Aveda PurePro™ How to Earn Badges and Points video in Resources and complete a Badge Icon
- ☐ Post a picture in the Portfolio of your work (if you have one available)
- ☐ Find the Invati Advanced™ Reference Guide
- ☐ List the next 3 classes coming up in your region
- ☐ Take the Only At Aveda Quiz
- ☐ Find the Hair Styling Lesson video

## SECTION TWO

# AVEDA AMBASSADOR ROLE

*in focus*



# SOURCE OF IN-SALON PRODUCT FOCUS AND LAUNCH KNOWLEDGE

## WHY

Throughout the year, there are a variety of product focuses that your team needs to know and get excited about. There are several tools to help you communicate these important focuses with your team. During each monthly Ambassador Call, Ambassador Roundtable and through posts on the Ambassador Forum, you will receive action items to bring these tools to life at your location.

## WHAT



## RESOURCES

e-learning modules, Stay and Plays, Digital Education PDFs, video assets

## HOW



### FLIPCHART

Teach Back with Flipcharts

- Plan what you will write on the flipchart. A good practice is to write on a sheet of paper before you write on the flipchart.
- Write legibly and large enough for all participants to read the words.
- Separate ideas using bullet points and alternating colors.
- Use colors participants can see from wherever they are seated. Yellow should only be used when presenting ideas such as color theory.
- Use contrasting colors when writing information close together on the flipchart.
- Avoid placing too much information on a single page. Visuals should focus on showing the main ideas.
- Present ideas through pictures whenever possible.
- Talk to the group—not to the flipchart. Do not talk while writing on the flipchart.

## NOTES

# SERVICE EXPERT

## WHY

Whether on the retail floor, behind the chair or in a treatment room, the Aveda Service Skills and Aveda Points of Difference Wheel allow team members to elevate the guest experience while also maximizing their retail opportunities.

## WHAT

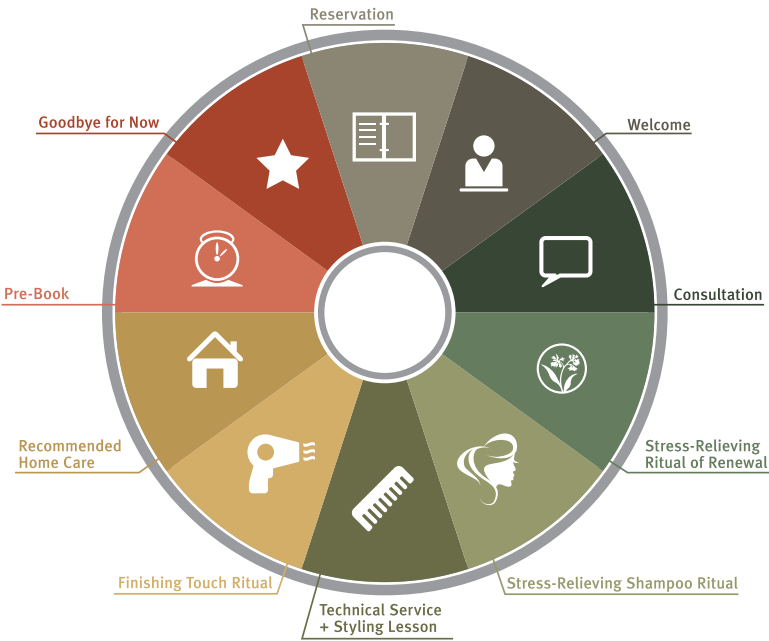
### AVEDA SERVICE SKILLS

The Aveda Service Skills focus on connecting with guests and understanding their needs to provide high-touch, personalized service. Your guests' purposes for visiting the salon/spa will vary, so use these skills throughout the service experience to identify and understand their needs to make their visit meaningful.



**AVEDA POINTS OF DIFFERENCE WHEEL**

The Aveda Service Skills layer throughout the Aveda Points of Difference Wheel which identifies the key behaviors performed by a hair professional in a salon. As an Aveda Ambassador, the expectation is that you have continually modeled consistent and exceptional Aveda service.



**HOW**

**LIST YOUR TOOLS**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





## ACTIVITY

Aveda Service Skills Gallery Stroll/Kahoot

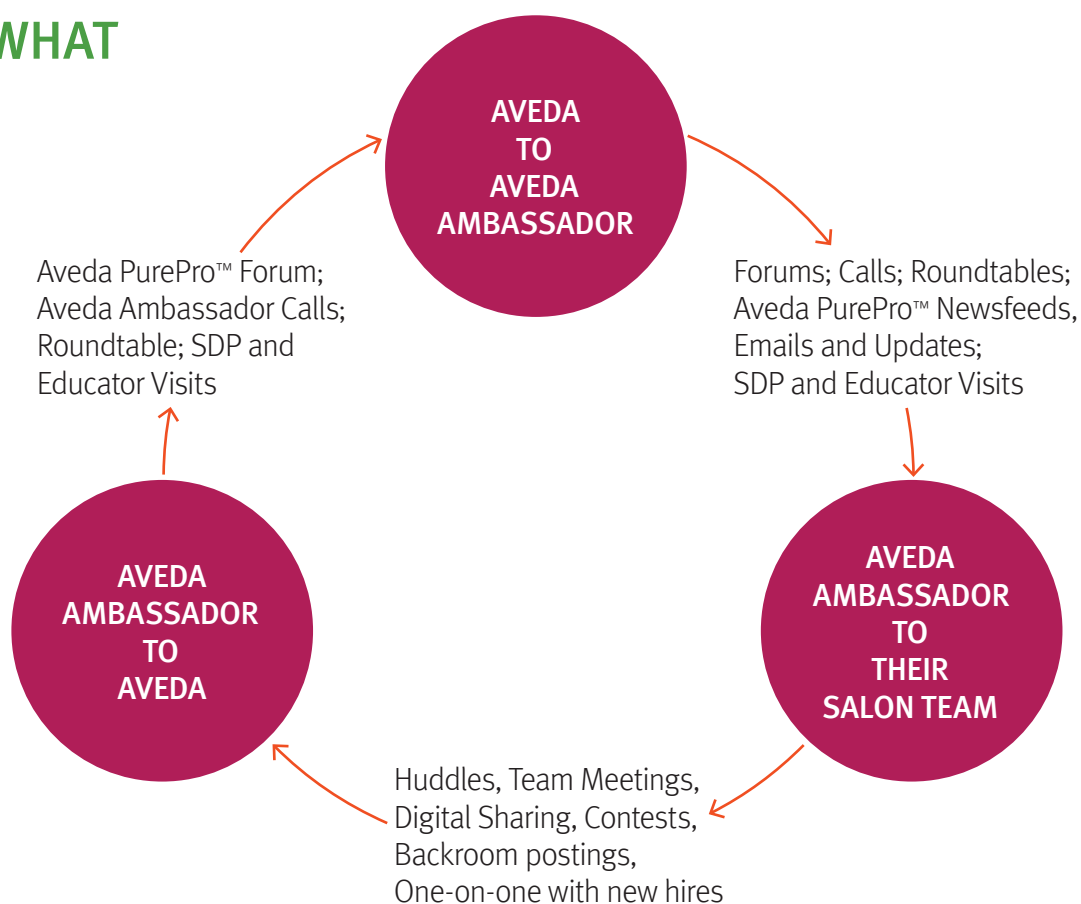
### NOTES

# SOURCE OF COMMUNICATION FROM AVEDA TO SALON TEAM

## WHY

Inspire your team to do more with Aveda! Gain momentum with your team members around campaigns and special focuses that support Aveda's multi-pronged efforts to grow the salon and spa business. Your role is the conduit of communication from Aveda back to your team so that the same message is going to all salons and all team members. An Ambassador should help a salon/spa team member feel like they are being spoken to directly from Aveda.

## WHAT



## HOW



### CHECKLIST

Where should I focus?

Concentrate on either a seasonal initiative or an ongoing campaign.

Areas of focus include:

- New Product Launches
- Hero Product Families
- Color Always On
- Seasonal Focuses
- The Aveda Service Cycle and Aveda Points of Difference Wheel

**1 Minute:** Use digital tools such as a group text, a social media channel or an app (example: WhatsApp, GroupMe or Slack) to connect with your team

**3 Minutes:** Schedule morning huddles to share updates and to excite your team about initiatives from Aveda as well as your business.

**10 Minutes:** Participate in salon/spa team meetings, and share the latest Aveda news and information to align the team behind seasonal initiatives.

## NOTES

# SOCIAL MEDIA AVEDA BRAND INFLUENCER

## WHY

Build your personal brand, support your salon's brand and share Aveda's brand with social media. Social media allows you to spread the word about Aveda to your guests. It is the most effective way to communicate directly to them regarding upcoming events, new products, product and/or service specials. It is also a highly effective tool to bring in new guests to the salon and to inspire and engage existing guests to get to know your work even better through your own professional account.

It is the expectation that Aveda Ambassadors utilize social media to help drive Aveda and salon initiatives. Aveda will continue to support your skill development in social media through ongoing education.

## WHAT

### Go-To Content Opportunities:

- Give your clients more than just your beautiful beauty shots—give them useful information.
  - Share new product/current launch information.
  - Share simple hair tutorials.
  - Show your clients how to use the products.
- Show your finished looks. Inspire existing clients with various looks and entice new clients to book an appointment with you.
- Behind the Scenes Action. Show your clientele how you keep up on education and your craft.



## HOW



### RESOURCE

#### Best Practices

#### Best Practices:

- Let your guests know you care. Reply to questions and comments in a timely fashion.
- Always be positive. Providing exceptional customer service extends to social media. Keep calm and heart emoji on.
- Ask questions. What do your guests want to see? What are their hair problems you can help solve?
- Stay top of mind. Try to post at least once a day. Free apps like Preview and Plann give you space to store content and plan your feed.
- Use the Carousel feature on Instagram to showcase before and after transformations. Lead with the “after.”
- Trust your instincts and play!

**ADDITIONAL TIP:** If you have a cancellation, announce that on your feed or in a story to fill the spot. Work with your salon owner or manager to determine how you can best support your salon/spa through social media.

#### NOTES

## NEW-HIRE AND ONGOING EDUCATION CHAMPION

## WHY

Learning Never Ends. At Aveda, we’ve created multiple touchpoints for our networks learning journey which include on-the-job, digital e-learnings, games, classroom and many more.

As an Ambassador, you have all the tools needed to get new team members engaged with Aveda as well as help keep all team members engaged through education. We encourage you to use these tools to teach, coach and inspire your team in areas like the Aveda mission, service and foundational product knowledge. Additionally, you will be able to help all team members gain access to ongoing resources for technical development, shows and events.

## WHAT



### RESOURCE

Key Resources for New Team Members



#### CONNECT AVEDA

Connect Aveda is Aveda's foundational new hire training program for Retail Advisors, Service Providers and Front Desk Team Members. It was designed to be an easy-to-use orientation program that will deliver engaging and transformational learning experiences in the areas of product knowledge, culture, and service & sales for all channels of business.

#### Product Knowledge

The facts about each product, target guest, key ingredients, and how to match the correct product to the guest need.

- **Culture**

What it means to be a part of Aveda.

- **Service & Sales**

How to deliver Aveda Service by performing Rituals of Renewal and consultations, recommending products and closing the sale.



#### INTRODUCTION TO PRODUCT KNOWLEDGE ON AVEDA PUREPRO™

Get your team members to learn Aveda product knowledge by having them take the fun and interactive Product Knowledge games on Aveda PurePro™. These are a part of every learner's path and included in the Connect Aveda program. Additionally, help new team members become familiar with Positioning Charts and Product Resource Guides for all the product information they need to get started.



### RESOURCE

Additional Education Resources for Existing Team Members

#### AVEDA'S NORTH AMERICA ARTISTIC TEAM

The North America Artistic Team includes top Aveda Artists across several technical and business categories: Hair Color, Hair Cutting, Makeup, Styling, Texture, Social Media, and Spa.

The team is focused on advancing education in North America, bringing Aveda Artists the modern training and tools they need to take their artistry to the next level. The team is deeply involved in developing new educational curriculum tailored to North America—focusing on the trends and needs unique to this market.

Artistic Directors for each domain are supported by a small group of Artistic Team Members specific to their craft.

## FASHION WEEK WITH AVEDA

This Aveda Advanced Academy Runway Program offers a unique opportunity for artists to work backstage at Fashion Week in either New York or London. Before they hit the fashion week trenches, participants will work with Aveda's hair styling and makeup leads to learn everything from behind-the-scenes logistics to high-fashion hair styles and makeup looks.

## HOW



### CHECKLIST

Aveda PurePro™ Introduction

Introduce new and existing team members to Aveda PurePro™ as a resource for new hire orientation, professional development and inspiration.

- ☐ Help team members register at [avedapurepro.com](https://avedapurepro.com).
- ☐ Show them how to sign up for a learning path relevant to their role in the salon.
- ☐ Get them started on their learning path, starting with the online content.
- ☐ Take accountability to get each new team member to complete Connect Aveda.
- ☐ Encourage them to post in their Lookbook.
- ☐ Share tips on increasing their social media presence.
- ☐ Help existing team members search for ongoing education and resources.

## FOLLOWING UP ON EDUCATION

One of the most important aspects of education is to ensure that the new knowledge and behaviors are being implemented and having a system of accountability in place. As an Aveda Ambassador, you are a critical partner to your management team to ensure that team members are supported in using their new skills and finding the inspiration needed through education.

### ACTION PLAN

1

2

3

# WHAT'S NEXT?

Now it's time to put together your Action Plan. Based on your learnings so far, we are going to focus on how to begin implementing these new skills in the next 30 Days. Below is an example of a completed plan. Use the blank plan on the following page to complete your own.

<b>SOURCE OF IN-SALON PRODUCT FOCUS AND LAUNCH KNOWLEDGE</b>	<p><b>Objective:</b> Introduce the new product launch at the next team meeting.</p> <p><b>Actions:</b> Have the team do teach backs using the resources on Aveda PurePro™ at the next team meeting.</p>
<b>SERVICE EXPERT</b>	<p><b>Objective:</b> Remind the salon team of the Points of Difference behaviors.</p> <p><b>Actions:</b> At our next team education day, have the team go through the new Service Behavior Activity that we did.</p>
<b>BRIDGE OF COMMUNICATION FROM AVEDA TO SALON TEAM</b>	<p><b>Objective:</b> Reintroduce myself as the Aveda Ambassador to the team.</p> <p><b>Actions:</b> Create an engaging flipchart of the key responsibilities of the Aveda Ambassador Role and post in the breakroom.</p>
<b>SOCIAL MEDIA AVEDA BRAND INFLUENCER</b>	<p><b>Objective:</b> Become more aware of the feeds of the Aveda influencers on Instagram.</p> <p><b>Actions:</b> Start following the Aveda Global Artistic Team on Instagram.</p>
<b>NEW-HIRE AND ONGOING EDUCATION CHAMPION</b>	<p><b>Objective:</b> Evaluate the current new hire training plan at my salon/spa.</p> <p><b>Actions:</b> Set up a meeting with my owner/manager to review the current training plan.</p>
<b>AVEDA SALES BENCHMARKS</b>	<p><b>Objective:</b> Understand where I need to improve my own sales benchmarks.</p> <p><b>Actions:</b> Schedule a meeting with my owner and have them show me how to pull the report on our system for Retail/Client Transaction.</p>



<b>SOURCE OF IN-SALON PRODUCT FOCUS AND LAUNCH KNOWLEDGE</b>	<b>Objective:</b>  <b>Actions:</b>
<b>SERVICE EXPERT</b>	<b>Objective:</b>  <b>Actions:</b>
<b>BRIDGE OF COMMUNICATION FROM AVEDA TO SALON TEAM</b>	<b>Objective:</b>  <b>Actions:</b>
<b>SOCIAL MEDIA AVEDA BRAND INFLUENCER</b>	<b>Objective:</b>  <b>Actions:</b>
<b>NEW-HIRE AND ONGOING EDUCATION CHAMPION</b>	<b>Objective:</b>  <b>Actions:</b>
<b>AVEDA SALES BENCHMARKS</b>	<b>Objective:</b>  <b>Actions:</b>



# Share THE

We are thrilled to have you bring your passion and dedication to our community of Aveda Ambassadors. You have the opportunity to make a tremendous difference in the health of your business, the lives your team and the experience of your guests. We look forward to you sharing the Aveda love as a #avedaambassador! Go forth and unleash inspiration!





OUR MISSION AT Aveda IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT Aveda, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.

—Horst Rechelbacher, founder

