

Prep & Outreach

- As part of your Concierge and email outreach for the Holiday sale, be sure to include an image and quick statement about the PWP! Always lead with the image first, then share the offer, highlighting the incredible value! “It’s 25% Off at Aveda starting 11/23 and if you spend \$65 you are eligible to purchase our incredible gift set featured above for only \$55 (\$226 value)”
- Create a “PWP GUEST LIST” in Concierge. Look up guests who purchased the PWP from your store in 2022 and 2023 and add them to that list if they are in your concierge. As you sell the PWP, add your purchasing guests to the list. This will streamline outreach for next year. You might even ask to add a PWP purchasing guest to join concierge by asking “Would you like me to text you about this exclusive gift set next holiday season?”
- Start “selling” the PWP now! Tell your guests about the PWP today! Especially those that you know you will see back during the holidays and those who are purchasing products that will be featured in the set this year. Plant the seed for the sale, get them excited to about the PWP and help them understand how they can qualify to purchase it!

Coaching

- First, have your advisors memorize the price of each of the individual items so that they can speak to whichever items they feel would incentivize their guest. For example, if your guest is a Botanical Repair lover, your advisor might sell the PWP by explaining that the Botanical Repair Overnight Repair Serum alone

costs \$56. Since the entire PWP costs \$55, they are basically just paying for the Overnight Serum and getting everything else in the box for free! The VALUE of this set is the ultimate driver!

- Second, have your team refresh their knowledge with the **product resource guides from Aveda PurePro** for each of the items in the PWP. Have the guides printed out and keep them up at the cashwrap during the weeks leading up to it's on counter date. That way advisors can discuss what they're learning with each other during down time and it will better ensure that your team will commit product details to memory. You want your advisors to be able to sell each of the products individually and speak to each item's end benefit to further entice your guest to purchase. The more they know about the products, the easier it will be to find something in the set that would appeal to the guest. Make sure they can speak to things like the ingredient function, purpose and aroma to really add some razzle dazzle to the sales experience.
- Finally, **ROLE PLAY the different selling scenarios** with your team before OCD! One of the ways, we role play and sell this gift set is by having the guest imagine the impression of RECEIVING this set as a holiday gift would have on their loved one (and make them feel excited to give it to someone!) Animate this scenario with your team so that they can replicate it with their future guests! It might look something like this, 'Pick up a PWP and gesture it toward your guest and say, "**Imagine opening THIS on Christmas morning! It would be so exciting! Being able to gift a box of this value to an Aveda lover or anyone just starting out, without having to pay the individual costs, is HUGE!**" We can coach our teams on how to sell it like the SHOWSTOPPER it is!

Moment of Entry

- It's all about the energy, enthusiasm and excitement around this box. Ensure that your team knows that it is the greatest deal we have all year that our energy and attitudes will be a BIG factor in the success of this promotion.
- Right as your guest walks in the door, meet them with that upbeat PWP energy! Make it part of your greeting and introduction. Meet the guest up at the front of the store as they enter or maybe have your most enthusiastic advisor stationed at the entrance to welcome them in and introduce the PWP right away. Gesturing to the displays and ensuring that the guest is aware of the offer as they shop. No one should self discover the PWP. Show it to everyone!

Point of Sale

- If possible, have a big display of the PWP gift sets near your cash wrap! I love telling a guest that they qualify to purchase the PWP once I see that they are spending the threshold amount! We grab one from behind us and give it to the guest to hold while we enthusiastically highlight the products within explaining why it is such a great deal!
- Use verbiage like "I'm so excited for you because..." "You're now eligible to purchase..." "You now qualify to purchase..." "You have won the opportunity to purchase..." Most of the time, people will add one on, even if they didn't grab it while browsing the sales floor.

Best Practices

- Got a guest who is not familiar with the brand, but looking for a gift? Highlight the most popular products in the PWP! Talk to the popularity and versatility of the Nutriplenish Shampoo, Conditioner, and the Hand Relief. They are some of our brand's best selling products and everyone can use them! Some of our guests will split up the set, give the products to different people and keep some of it for themselves. You've got to give the guest all the empowering ideas you can while you have their attention around the PWP.
- Is your guest purchasing the Nutriplenish Shampoo and Conditioner or any of the full size products in the PWP? Show them the PWP! They can buy their usual and get ANOTHER set of their favorite shampoo and conditioner for only \$55, a fraction of the cost. They can set it aside to use later and try all the other products in the box too! It's a really great deal for our Nutriplenish Shampoo and Conditioner replenishment guests.
- CELEBRATE the guests who choose to buy the PWP! People LOVE feeling like they've won and THIS PWP is how you WIN at Aveda! Having the guest leave with an intense feeling of satisfaction and excitement will certainly plant a seed for them to return to the store to buy one (or more) next year too!
- Have a few gift set and product combinations ready in your mind that add up to \$65. Example: 2 iconic trio sets and a travel size. Always remember to factor in the 25% off to help your guest get to that benchmark for eligibility.
- LAST TIP: Save the shipping boxes that the PWP arrives in. That way, when you have a Send Sale for the PWP, you have the perfect size shipping box to send it in.

Again, It's all about the energy, enthusiasm and excitement around this box. It is the greatest deal we have all year, and when we know the ins and outs of the make up of the box, we can effectively communicate that and sell it to our guests!