

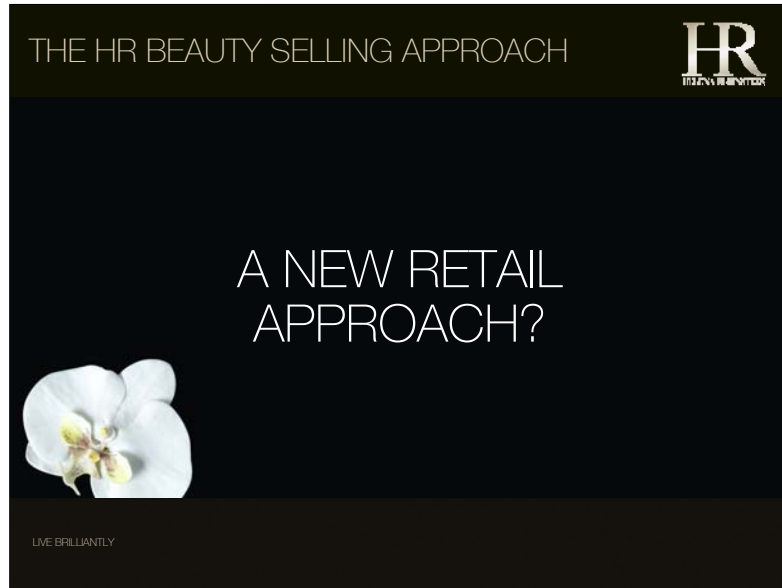


## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow





## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

## Comments

**The cosmetics market** is becoming increasingly competitive, with breakthrough products, creative displays, high-tech diagnosis tools and personalization of services...

You, beauty advisors, together with your customers are lured by attractive media coverage and increasingly appealing product launches.

Your customers are more aware of their needs and existing technologies. As a result, they are becoming more demanding and more difficult to please.

The question you may have is "why a new retail approach".

Today at Helena Rubinstein we are presenting a retail approach based on our retail experience, containing hands on tips and tricks as welcoming formulas, traffic stopping attitudes, link-selling method, but our objective is going much further than giving some pieces of method: you are about to review a global approach of the whole retail cycle based on over 100 years of premium expertise.

THE HR BEAUTY SELLING APPROACH



To offer the most demanding women a  
BRILLIANT HR BEAUTY EXPERIENCE



LIVE BRILLIANTLY

## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

## Comments

### What is the HR answer at your Point of Sale?

**First, Tradition.** Grounding on Helena Rubinstein heritage, the founder and the amazing heritage of more than 100 years of presence in the cosmetics market you have the opportunity to share with your customer some timeless values which have proven their efficacy and have addicted customers.

Second, **Future.** At the cutting edge of **SCIENCE and TECHNOLOGY**, our brand can offer the most concentrated formulas for the most drastic results on age signs. The brand has assigned itself the most ambitious mission: "BRILLIANTLY FIGHT THE SIGNS OF AGEING". **This must be very obvious in your sales attitude.**

**And Third, Glamour.** Indulge your customers with the wonderful world created by the HR environment with unique packs, textures, inspirations. **Make your customer feel a Unique Luxury Experience, designed for** the most demanding women around the world.

## Comments

Our retail approach is global, retail oriented and totally in respect with Helena Rubinstein's heritage.

If you are a newly trained Beauty Advisor, you have the opportunity to learn a Global Beauty Selling Approach. It is a timeless approach, with many years of success behind.

If you are an experienced Beauty Advisor, this is the opportunity to build on your own sales experience, offering you the HR selling approach as a complementary tool and a way to enrich your professional approach.

### ***Let's review the key elements which define the uniqueness of HR Retail and Service Approach***

- **Personalized Diagnosis:** this is one of the most important elements of our Helena Rubinstein heritage.
- A diagnosis based on **active listening**, focusing on our customer's need and using a powerful tool, the mirror.
- **Expert Beauty Gestures:** your customer has to feel a Unique Luxury Experience. This is what your customer expect from you, buying from you. In HR, we don't sell products. We share experiences.
- **Global Beauty Prescription:** Treat and Enhance. In HR we are here for the customer to offer her a long-term solution for her skin but also an immediate revelation of her Beauty.



## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

## Comments

Review with the audience the key HR values:

HR is a brand created by pioneering and visionary woman, both scientist and aesthete. Since 1902, Helena Rubinstein has been constantly reinventing the world of beauty launching breakthrough products with a unique vision combining avant-garde, science and audacity.

HR is a brand for the most demanding women, who are searching cosmetic performance at the frontier of esthetic medicine, but with none of its disadvantages.

Women who demand the highest performance and the most concentrated active ingredients.

Women who adopt exceptional textures for their "addictive" sensoriality.

Women who expect instantly visible results, measurable in the long-term.



## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow / interaction



## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

## Comments

The collaboration between Laclinic Montreux and Helena Rubinstein represents the uniqueness' of HR.

We are the only selective brand which has such an iconic partnership.

Initiator of avant-garde anti-ageing cosmetics, pioneer in the creation of clinically-inspired skin care, Helena Rubinstein has today crossed a new threshold in the quest for excellent cosmetics by joining forces with LA CLINIC MONTREUX , resulting in an unprecedented alliance of anti-ageing expertise.

A first for a cosmetics brand!

Laclinic Montreux is without doubt currently one of the world's most prestigious clinics, bringing together qualified, recognized specialists who unite art and science for spectacular results.

In this exceptional place, where medical perfection and an artistic approach are valued in equal measure, but where surgery is only considered as a last resort, all esthetic medical and paramedical specialties can be found:

- a beauty salon, an esthetic medical center: Wrinkle treatments with injections, non-surgical lifts, mesotherapy, laser or flash lamp photo-rejuvenation, peels, dermabrasion, laser skin firming..., a dental clinic and
- and a plastic, reconstructive and esthetic surgery department, at the cutting edge of technology.

**HR & LA CLINIC MONTREUX: A GROUND-BREAKING PARTNERSHIP TO PRECISELY RECREATE THE MESOLIFT PROTOCOL PERFORMED AT LA CLINIC MONTREUX**

The MESOLIFT is the 1st esthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly suitable as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued.

It involves delivering mini-doses of a revitalizing selection of anti-ageing factors just beneath skin's surface.

These superficial injections provide instantly smoothing lift and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity.

THE HR BRAND EXPERIENCE



HR offers prodigious and powerful cosmetics to the most demanding women: the highest concentration of star ingredients for the best results before aesthetic medicine



LIVE BRILLIANTLY

## Comments

Summarize the HR brand in one sentence: HR, the best before aesthetic medicine with no compromise on the sumptuousness of the textures.

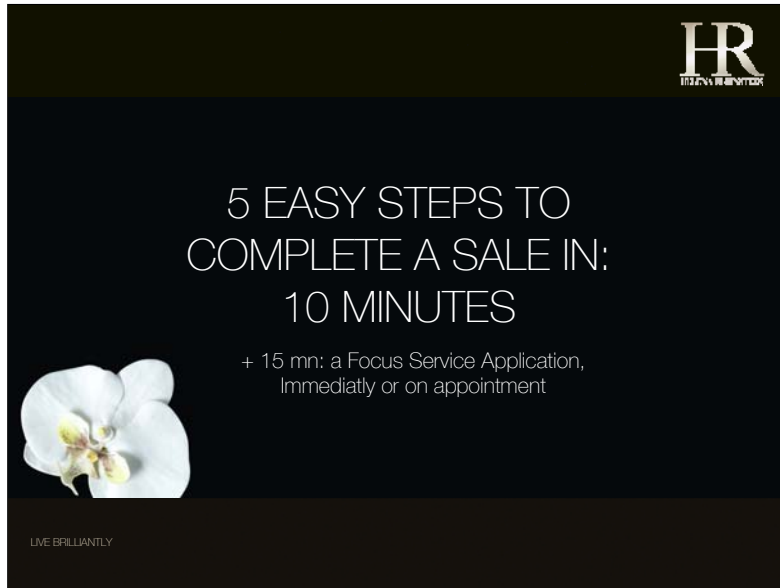
## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

## Comments

The complete minimum sales process can be completed in 10 minutes.  
A Focus Service Application should be introduced either additionally immediately, either on appointment, to develop loyalty and customer relationship.



## Trainer's guide

Sequence 1 : Introduction to the Approach

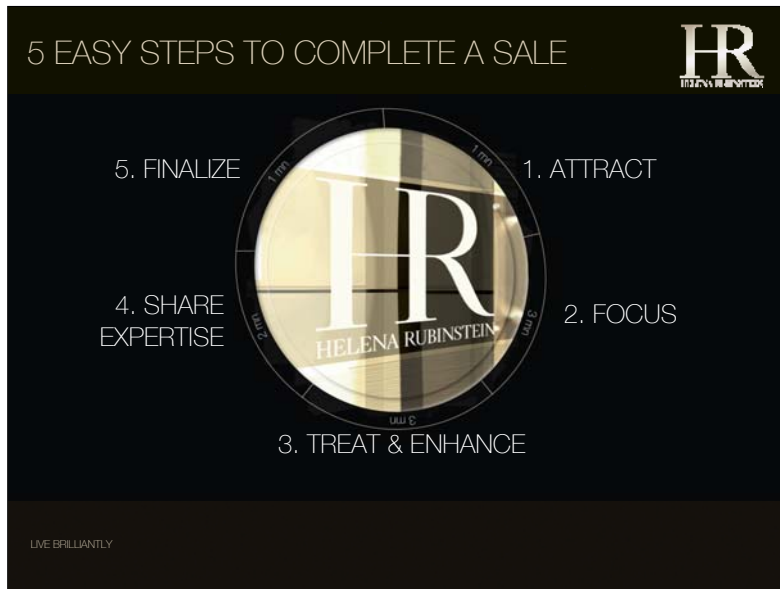
Tool : slideshow



## Comments

Let us see step by step the complete sales process

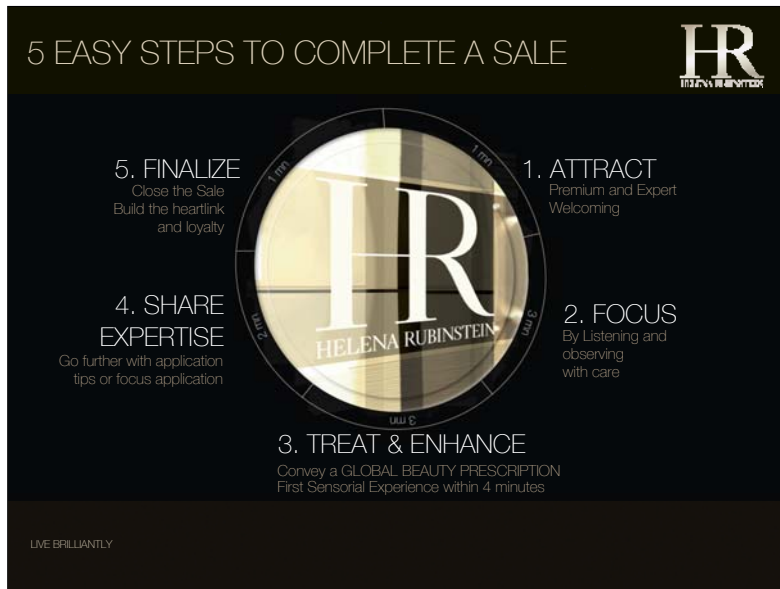
- In the Step 1, we will see how to attract the client in our HR space. We are going to see together welcoming formulas and several ways to stop the traffic to our counter – this step should take 1 minute in a real-time sales transaction.
- In the Step 2 we are focusing on our client's need, using our mirror to let the client express her needs and showing active listening to her requests- (3 minutes)
- In the Step 3 we are proposing a global rejuvenating beauty prescription to our client, with a routine containing skincare, foundation and our must have, Prodigy Powercell. In this step it is very important to offer our client the first sensorial experience with our sumptuous textures- (3 minutes)
- In the Step 4, we are sharing our expertise to our client so that she can use at home her HR products with the same pleasure she had using them with you. The minimum requested is giving her some applications tips (2 minutes), but this step should be extended with a focus application (15 minutes), immediately or by appointment in a next visit
- In the Step 5 we are finalizing the sale, closing it, and building loyalty with our client to make her come back to our counter.
- This would mean that a whole sales circle should be performed in 10 minutes, and in case of focus application it should be extended to 25 minutes.



## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

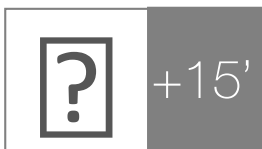


## Trainer's guide

Sequence 1 : Introduction to the Approach

Tool : slideshow

Total Sequence Time: 15'





## Trainer's guide

Sequence 2 : Attract

Tool : slideshow

## Comments

The grooming and behavior are all elements of great importance in the way they influence customers' judgment towards you and your employer.

Representing a luxury and beauty brand, you should reflect this image through a well cared and enhanced skin.

### **Why do we need to uphold such strict rules with attitude and grooming?**

Grooming, wearing an uniform branded HR or representing your Point of Sales, is the first thing customers notice when you welcome them and then in the service we provide them. It embodies the company's identity in your relation of trust and proximity with your customers.

It communicates on the respect and consideration your customers expect from you. It also represents the pride to belong to a luxury company.

Let us review together some basic rules on Luxury Grooming and Behavior.

STEP 0. LUXURY GROOMING / BEHAVIOR

HR  
LIVE BRILLIANTLY



IF YOU WERE TO HIRE A  
BEAUTY CONSULTANT...

"What would be your recommendations?"

LIVE BRILLIANTLY

## Comments

Question the audience:

How many times did you see, in your professional environment or as a customer yourself, a bad example of customer service? And did you noticed on the contrary some very good behavior that made you come back as a loyal customer?





Write the answers in Do's / Don't's on the flipchart

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

STEP 0. LUXURY GROOMING



DO

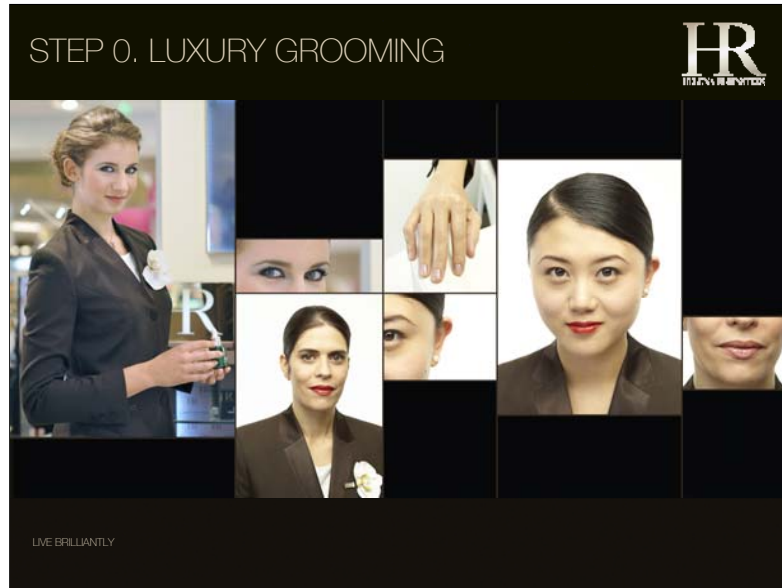
- Simple, neat, perfect result hairstyle
- Make-up according to the brand
- Take care of your hands and nails
- Classic Shoes medium heeled
- Customize you make-up according to the launches and the animations

LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction



## Trainer's guide

## Comments

These are some tips from HR expertise for a perfect grooming:

- Be careful to have a correctly hydrated skin. Remember that in HR we support that 50% of the make-up result relies on skincare
- Be careful to the quantity of foundation. The purpose is to see the perfection of the skin, not the product. Use a shade close to your skin tone, without demarcation between face and neck
- In HR we recommend to focus intensity either the eye zone, either the lip zone, not both.
- So if you want to increase the intensity in the lip zone, use Wanted Rouge 101, 102, 103, and keep the eye zone gentle using Wanted eyes Palette 01 or Wanted eyes duo 40, 44.
- Use a matching tone of blush with lips:
  - Use a coral or pink blush with a real red, a coral or a brown lip color
  - Use a pink blush with the berries, the pink and the pink –beige lip colors
  - Use a copper or chocolate blush with the brown and the beige lip colors
- If you want to increase the intensity in the eye zone, use Lash Queen Feline Blacks or Extravaganza and keep the lip zone gentle with Wanted rouge 301 - 302.

## STEP 0. LUXURY GROOMING



### NOT ACCEPTABLE

HAIR: non styled long hair / visible roots

MAKE-UP: too heavy or inexistant

NAILS: flaking varnish, long nails, decorated nails

JEWELRY: too fancy, piercings

SHOES: visible toes or heels

TATTOOS



LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

## STEP 0. LUXURY BEHAVIOR



### DO

Keep Eye contact on the flow of customers to your stand

Keep the Product Display clean, tidy and complete

Give rapidly your greeting to the customer approaching within 30 seconds

Show active listening

LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction



## STEP 0. LUXURY BEHAVIOR



### DON'T:

Be passive

Ignore a waiting customer

Lose eye contact

Forget to smile

Do your paperwork or cleaning work  
ignoring traffic



LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 2 : Attract


Tool : slideshow / interaction

## Comments

The objective of Step 1 is:


- To Greet our customer within 30 seconds
- To develop a dynamic traffic stopping attitude
- To give a premium and expert image Welcome
- To place the customer in the center of our attention

**ALWAYS REMEMBER YOU HAVE ONLY ONE OPPORTUNITY TO  
MAKE A GOOD FIRST IMPRESSION**



**STEP 1.**  
**ATTRACT**

Attract customers in the HR Brand Environment  
Premium and Expert Image & Welcome  
Place your client in the center of your attention

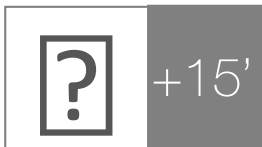


LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract




Tool : slideshow



## Comments


We are going to review the following key points of attracting the customer

STEP 1. ATTRACT



ATTRACT  
THE CUSTOMER

Welcoming Appropriate Formula  
Traffic stopping approach - every day not only during animation

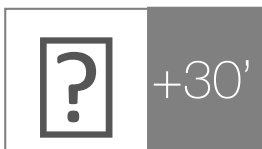


LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow



## STEP 1. ATTRACT



### KEY WORDS STARTING CONVERSATION

"The best before aesthetic medicine"

"The most concentrated formulas"



*"Welcome to HR, the brand that offers you the best before aesthetic medicine with the most concentrated formulas..."*

LIVE BRILLIANTLY

## Trainer's guide

## Comments

After greeting the customer you should introduce an appropriate formula containing the following key words:

- "the best before aesthetic medicine"
- "the most concentrated formulas"

Example:

- "Good morning madam"

- ...

- "Have you had already the pleasure to experience our products?"

If the answer is yes, you start the step 2, focusing on needs.

If the answer is no:

- "Let me inform you that HR offers you the best before aesthetic medicine and the most concentrated formulas. Let me show you..."

This is a way to start sales conversation.

Now let's see the traffic stopping attitude.

## STEP 1. ATTRACT



### ONGOING TRAFFIC STOPPING APPROACH

1. HR must have
2. Launch of new product
3. Skincare animation
4. Make-up animation



LIVE BRILLIANTLY

## Comments

The dynamic attitude is a must in the difficult context we are living. Let us see some easy ways to traffic stop the customer using catching sentences.

This attitude should be ours every day all over the year, not only in animation periods.

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

## Comments

Let's work on catching sentences in the following situations

1. The first situation is an everyday situation. You should choose this attitude when you don't have any event happening in the HR environment
2. The second situation is a launch situation
3. The third is an animation on skincare
4. The fourth an animation on make-up

STEP 1. ATTRACT

Let's work on catching sentences...

1. catch with  
HR MUST HAVE

2. catch with  
LAUNCH OF  
NEW PRODUCT

3. catch with  
SKINCARE  
ANIMATION

4. catch with  
MAKE-UP  
ANIMATION

LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction



## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

## STEP 1. ATTRACT



### HR MUST HAVE

"Would you like to know how to get a younger looking skin in 5 days only?"



"Lash Queen could become your favorite mascara: Can I show you ?"

"Can I show you the best mascara reference in the world?"

"Can I show you the most acclaimed mascara for 10 years now?"

LIVE BRILLIANTLY

## Comments

Catching with a traffic stopping sentence means being audacious

If you are challenged on the claims, remember that Lash Queen is a very acclaimed mascara by the press, and a reference for 10 years now internationally.

## Trainer's guide

Sequence 2 : Attract



Tool : slideshow / interaction



## Comments

The new Deep Hydration Skincare breakthrough Innovation

STEP 1. ATTRACT



LAUNCH OF NEW PRODUCT

Traffic stopping



LIVE BRILLIANTLY

Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

STEP 1. ATTRACT



LAUNCH OF NEW PRODUCT

Have you heard of the first hydrating skincare that acts deep down in the dermis?

LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract


Tool : slideshow / interaction

## Comments

The Collage Expert animation

"Your signs of ageing, your Collagenist expert"

STEP 1. ATTRACT



YOUR SIGNS OF AGEING  
YOUR COLLAGENIST

NEW  
NEW 1% HYDROLYZED  
HYDRA-COLLAGENIST

COLLAGENIST  
COLLAGENIST  
COLLAGENIST

COLLAGENIST  
COLLAGENIST  
COLLAGENIST

COLLAGENIST  
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COLLAGENIST

COLLAGENIST  
COLLAGENIST  
COLLAGENIST

YOUR EXCLUSIVE GIFTS

LIVE BRILLIANTLY

SKINCARE ANIMATION



Traffic Stopping

Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

STEP 1. ATTRACT



YOUR SIGNS OF AGEING  
YOUR COLLAGENIST

HR  
HELENA RUBENSTEIN

NEW  
HYDRA-COLLAGENIST  
HYDRA-COLLAGENIST

COLLAGENIST V-LIFT  
COLLAGENIST V-LIFT

COLLAGENIST V-LIFT  
COLLAGENIST V-LIFT

YOUR EXCLUSIVE GIFTS

LIVE BRILLIANTLY

SKINCARE ANIMATION

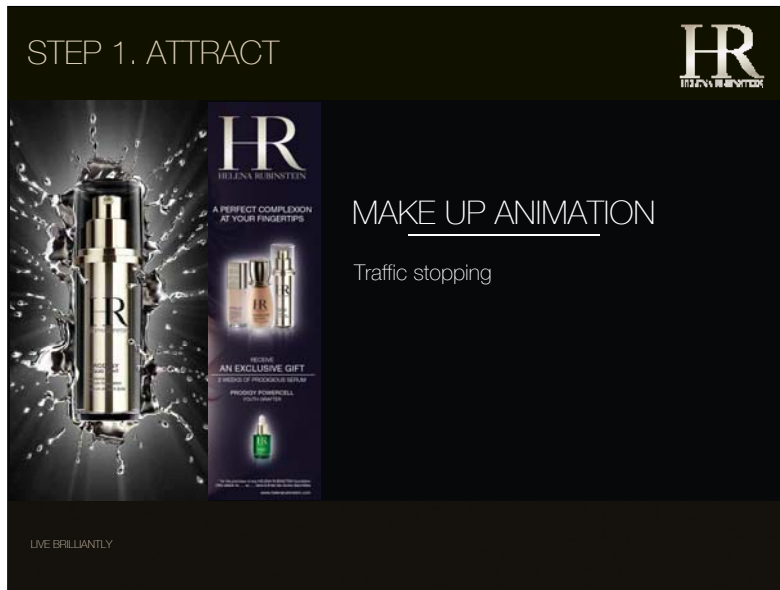
"Would you like to know how to get a younger looking skin in 5 days only?"

"You have today the opportunity to receive 2 weeks of the most prodigious serum you ever tried"

## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction



## Trainer's guide

Sequence 2 : Attract

Tool : slideshow / interaction

STEP 1. ATTRACT



**HR**  
HELENA RUBINSTEIN

A PERFECT COMPLEXION  
AT YOUR FINGERTIPS

**MAKE UP ANIMATION**

"Can I show you the most acclaimed  
foundation for 10 years now?"

"Did you know that 50% of a perfect  
complexion result relies on skincare?"

REWARD  
AN EXCLUSIVE GIFT  
2 WEEKS OF PRODIGAL TREATMENT  
PRODIGY POWERCELL

"Today with your favorite foundation receive  
2 weeks of the most prestigious serum"

LIVE BRILLIANTLY

## Trainer's guide

Sequence 2 : Attract

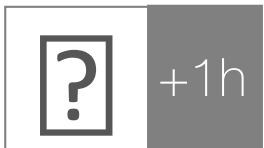
Tool : slideshow / interaction





## Trainer's guide

Sequence 3 : Focus

Tool : slideshow



STEP 2. FOCUS 



CHECK THE CUSTOMER HISTORY

"Have you already had the pleasure to experience HR products?"

LIVE BRILLIANTLY

Trainer's guide

Sequence 3 : Focus

Tool : slideshow



## STEP 2. FOCUS



### INTRODUCE THE MIRROR DIAGNOSIS

"If you look at your face in the mirror,  
what would you like to improve?"

"Do you use a light cream or a rich texture?"

"What is your daily cleansing and  
skincare routine?"

"What finishing would you like for your complexion?"

LIVE BRILLIANTLY

## Comments

## Trainer's guide

Sequence 3 : Focus

Tool : slideshow

STEP 2. FOCUS



REFORMULATE CLIENT'S NEED

"Since your main concern is...  
My recommendation for you Madam is..."

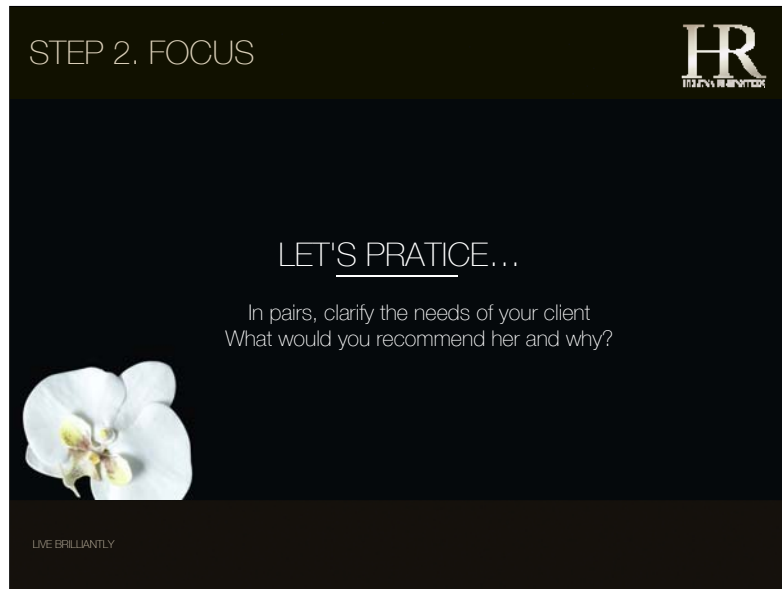
LIVE BRILLIANTLY

Comments

Trainer's guide

Sequence 3 : Focus

Tool : slideshow



## Comments

Convey an exercise in pairs

Walk through the pairs without intimidating them

Help them if they ask

Note which pair struggle to come to a conclusion about skin needs

Debrief after the exercise asking:

“Which pair wants to share its experience with the whole team?”

For each pair presenting, ask one team member to present the skin needs of the other team member

After the sequence, time for a break

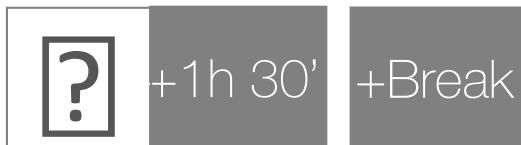
## Trainer's guide

Sequence 3 : Focus

Tool : Interactive exercise

Total Sequence time: 30'

After the sequence: Break 15 minutes





## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow



+1h 45

## STEP 3. TREAT AND ENHANCE



### THE HR GLOBAL BEAUTY PRESCRIPTION

GLOBAL REJUVENATING BEAUTY RITUAL

MUST HAVE

Day Cream + Eye Care + Foundation



LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE 

THE HR GLOBAL BEAUTY PRESCRIPTION

Day Cream + Eye Care + Foundation | Must Have



PRODIGY + PRODIGY EYES + PRODIGY LIQUID LIGHT | PRODIGY POWERCELL YOUTH CRAFTER

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE



DEMONSTRATION

"I need a global anti-ageing skincare"




LIVE BRILLIANTLY


Comments

Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE 



**DEMONSTRATION**

1. NAME & PRESENT THE PRODUCT VISUALLY  
Name of the Product
2. BENEFITS  
How the benefits links to the client's need
3. ACTION  
Link the benefits with one or two key ingredients or technology
4. DEMONSTRATE  
the texture
5. LINK SELL  
with the following routine

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow



STEP 3. TREAT AND ENHANCE 



**DEMONSTRATION**


- 1. NAME**  
"For you, madam, I recommend Prodigy"
- 2. BENEFITS**  
"This prodigious global anti-age skincare will act on the 5 aging mechanisms of the skin: smoothe, firm, brighten and hydrates your skin to give you the best global ageing solution"
- 3. ACTION**  
"A true life concentrate called Bio Sap, which is a selection of 15 of the highest performance anti-ageing active ingredients at high concentration"


LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE 



**DEMONSTRATION**

4. DEMONSTRATE  
"Helena Rubinstein means the best before aesthetic medicine with no compromise on the sumptuousness of the textures!"

5. LINK SELL  
with the routine

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

## STEP 3. TREAT AND ENHANCE



### THE HR GLOBAL BEAUTY PRESCRIPTION

GLOBAL REJUVENATING BEAUTY RITUAL

MUST HAVE

Day Cream + Eye Care + Foundation



LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

## STEP 3. TREAT AND ENHANCE



### THE HR GLOBAL BEAUTY PRESCRIPTION

Day Cream + Eye Care + Foundation Must Have

"To ensure deep and long lasting results, apply...every day on face and neck, avoiding the eye area."

"For the delicate eye contour, I recommend you to apply..."

"For an immediate rejuvenating effect, I recommend... foundation"

"May I share with you a secret: you can boost this routine with our new Youth Gifter to get a younger looking skin in 5 days only!"

LIVE BRILLIANTLY

## Comments




### Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE  
HR GLOBAL BEAUTY PRESCRIPTION

HR  
THE SKIN INSTITUTE

| CLIENT CONCERN                          | TREAT & ENHANCE  | MUST HAVE  |
|---|--|--|
| "I need a global anti-ageing skincare." | <p>Prodigy</p>  <p>Face</p> <p>Prodigy Liquid Light</p>  <p>Foundation</p> | <p>Prodigy Powercell</p>  |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE



HR SKINCARE GEOGRAPHY  
REMINDER



LIVE BRILLIANTLY

Comments

Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slideshow

STEP 3. TREAT AND ENHANCE



LET'S PRATICE...



LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

## Comments

Convey an exercise in groups

Distribute the cases (slides 49 to 56) between the groups

Give the groups 5 minutes to prepare their product demonstration

Ask them to present in groups their demonstration – one team member should speak, but the other team members help him if he is stuck; call it “help from the audience” as in the “millionaire” TV game





If they are presenting reading their notes ask them to present another time without reading – one team member can help each other and speak if the one who is presenting is stuck

Explain to them that the purpose is to try without notes because in front of the client they won't be able to look at the notes, so it is good for them to try now in a safe environment!



STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
LIVE BRILLIANTLY

| CLIENT CONCERN   | TREAT & ENHANCE  | MUST HAVE  |
|--|--|--|
| <p>"I need a daily skincare to repair and protect my skin."</p> <p>BENEFITS<br/>Fortified skin<br/>Reduced wrinkles<br/>Revealed radiance<br/>Continuous hydration</p> | <p>Prodigy Powercell</p>  <p>Face</p> <p>Prodigy Liquid Light</p>  <p>Eyes</p>  <p>Foundation</p> | <p>Daily Repair</p>  <p>Prodigy Powercell<br/>Youth Grafter</p> |

LIVE BRILLIANTLY



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
LIVE BRILLIANTLY

| CLIENT CONCERN   | TREAT & ENHANCE  | MUST HAVE  |
|--|--|--|
| <p>"I need a global anti-ageing skincare."</p> <p>BENEFITS<br/>Anti-wrinkle<br/>Firmness<br/>Radiance<br/>Uniformity<br/>Hydration</p> | <p>Prodigy</p> <p>Prodigy Liquid Light</p>  <p>Face    Eyes    Foundation</p> | <p>Powercell</p>  |

LIVE BRILLIANTLY



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
L'ORÉAL PARIS

| CLIENT CONCERN   | TREAT & ENHANCE   | MUST HAVE  |
|--|---|--|
| <p>"My skin is very marked. My usual cream is no longer enough."</p> <p>BENEFITS<br/>Deep-set wrinkles smoothed<br/>Density<br/>Radiance<br/>Extreme nutrition</p> | <p>Prodigy Extreme    Prodigy Liquid Light</p>  <p>Face    Eyes and Lips    Foundation</p> | <p>Prodigy Powercell</p>  |

LIVE BRILLIANTLY





## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

**STEP 3. TREAT AND ENHANCE**  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

**HR**  
L'ORÉAL PARIS

| CLIENT CONCERN  | TREAT & ENHANCE  | MUST HAVE  |
|---|--|--|
| <p>"My skin is dull, tired and it has lost its radiance. I am looking for an immediate and drastic solution."</p> <p><b>BENEFITS</b><br/>Active lifting<br/>Radiance injection<br/>Ideal plasticity</p> | <p>Prodigy Re-Plasty Mesolift Cosmetic</p>  <p>Face</p> <p>Prodigy Liquid Light</p>  <p>Eyes</p> <p>Prodigy Liquid Light</p>  <p>Foundation</p> | <p>Prodigy Re-Plasty Serum</p>  |

LIVE BRILLIANTLY





## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
L'ORÉAL PARIS

| CLIENT CONCERN  | TREAT & ENHANCE  | MUST HAVE   |
|---|--|---|
| <p>"My skin has lost in softness. I have dark spots."</p> <p>BENEFITS<br/>Skin perfecting<br/>Smoothed wrinkles<br/>Reduced spots</p> | <p>Prodigy Re-plasty High Definition Peel</p>  <p>Face</p> <p>Prodigy Liquid Light</p>  <p>Instant Peel Mask</p> <p>Prodigy Liquid Light</p>  <p>Foundation</p> | <p>Prodigy Re-plasty Serum</p>  <p>Night Concentrate</p> |

LIVE BRILLIANTLY




## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

**STEP 3. TREAT AND ENHANCE**  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

**HR**  
L'ORÉAL PARIS

| CLIENT CONCERN   | TREAT & ENHANCE  | MUST HAVE  |   |
|--|--|--|---|
| <p>"I need a moisturizer. I see some first signs of age."</p> <p><b>BENEFITS</b><br/>Deep hydration<br/>Anti-ageing<br/>Densifying<br/>Smoothing</p> | <p>Hydra Collagenist</p>  <p>Face      Eyes</p> | <p>Color Clone Hydra-24H</p>  <p>Foundation</p> | <p>Collagenist Lip Zoom</p>  |

LIVE BRILLIANTLY




## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
HUGO BOSS

| CLIENT CONCERN  | TREAT & ENHANCE  | MUST HAVE  |
|---|--|--|
| <p>"I need an anti-wrinkle skincare."</p> <p>BENEFITS<br/>Anti-wrinkle<br/>Replumping<br/>Filling</p> | <p>Collagenist with pro X-fill</p>  <p>Face    Eyes    Foundation</p> | <p>Color Clone</p>  <p>Foundation</p> <p>Collagenist Lip Zoom</p>  |

LIVE BRILLIANTLY




## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – SKINCARE ENTRY

HR  
HUGO BOSS

| CLIENT CONCERN   | TREAT & ENHANCE   | MUST HAVE   |
|--|---|---|
| <p>"My skin is sagging. I want a lifting skincare."</p> <p>BENEFITS<br/>Lift<br/>Firmness<br/>Anti-wrinkle</p> | <p>Collagenist V-Lift</p>  <p>Face      Eyes</p> <p>Instant V-Lift</p>  <p>Foundation</p> | <p>Collagenist Lip Zoom</p>  |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise



STEP 3. TREAT AND ENHANCE



## FOUNDATION

WHAT FINISHING WOULD YOU LIKE FOR YOUR COMPLEXION?

Natural Perfecting - Long Lasting - Rejuvenating



LIVE BRILLIANTLY

## Comments

Convey an exercise in groups

Debrief the foundation and the mascara diagnosis (this slide and slide 60)

Distribute the cases (slides 58-59-61-62) between the groups

Give the groups 5 minutes to prepare their product demonstration



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – MAKE-UP ENTRY

HR  
L'ORÉAL PARIS

| CLIENT CONCERN                             | TREAT & ENHANCE   | MUST HAVE  |
|--|---|--|
| "I want a foundation with natural effect." | <p>Color Clone    Magic Concealer    Wanted Blush</p>  <p>Foundation</p> | <p>Prodigy Powercell</p>  |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – MAKE-UP ENTRY

HR  
L'ORÉAL PARIS

| CLIENT CONCERN                      | TREAT & ENHANCE   | MUST HAVE                |
|-------------------------------------|---|--------------------------|
| "I want an anti-ageing foundation." | <p>Prodigy Liquid Light<br/>Foundation</p> <p>Magic Concealer</p> <p>Wanted Blush</p> | <p>Prodigy Powercell</p> |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE



## MASCARA

WHAT LASH RESULTS WOULD YOU LIKE?

Lengthening Volume - Intensive Volume - Push-up Volume



LIVE BRILLIANTLY

Comments

Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE  
GLOBAL FACE PRESCRIPTION – MAKE-UP ENTRY

HR  
L'ORÉAL PARIS

| CLIENT CONCERN           | TREAT & ENHANCE                                       | MUST HAVE         |
|--------------------------|---|-------------------|
| "I want intense lashes." | Lash Queen<br>Magic Concealer<br>Collagenist Eye Zoom | Prodigy Powercell |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Interactive Exercise

STEP 3. TREAT AND ENHANCE



HR MAKE UP GEOGRAPHY  
REMINDER



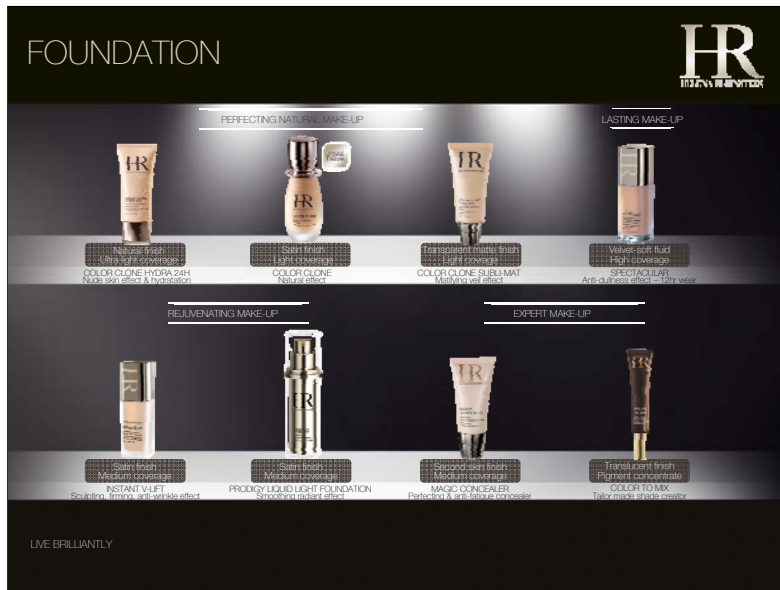
LIVE BRILLIANTLY

Comments

Trainer's guide

Sequence 4 : Treat & Enhance

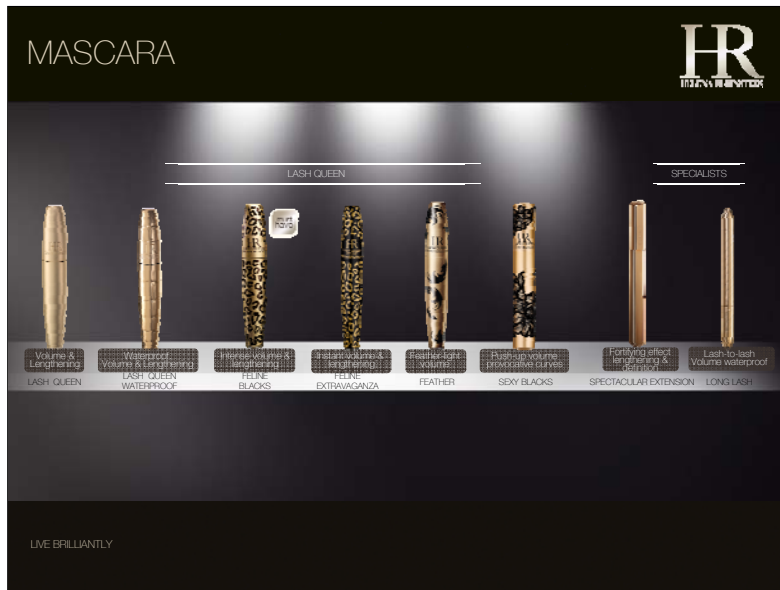
Tool : Slide Show



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slide Show



## Trainer's guide

Sequence 4 : Treat & Enhance

Tool : Slide Show

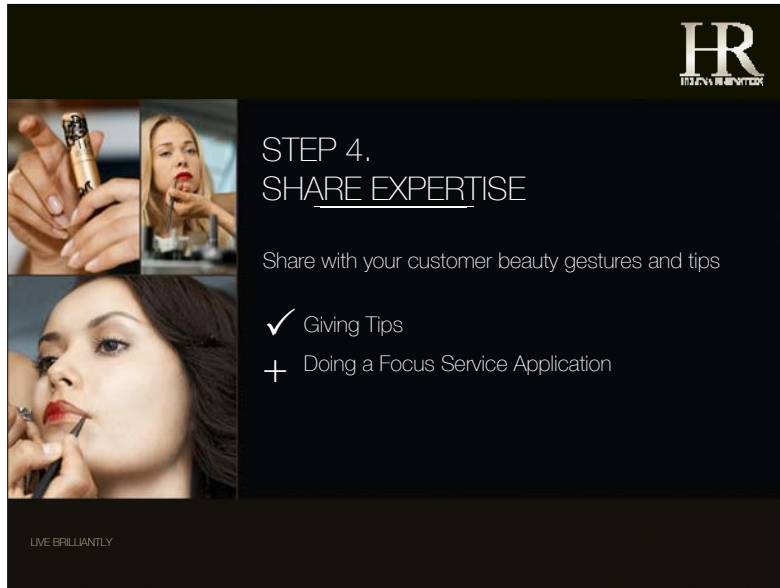


+2h30



## Comments

- At HR, we offer our customers beauty solutions, tips and techniques, allowing them to win back time in every sense
- Sharing expertise is a mandatory step, often neglected, which is absolutely significant for:
  - Trying to widen a too low basket or
  - Reassure the client she has made a good choice choosing a wide basket of products
- Giving tips is the minimum requested. It is our added value.
- Doing Focus Service Application is your guarantee of increasing your average basket and achieve your sales goals. Apply products is always a pleasure for a customer, in comparison with a boring enumeration of products she hears all the time.
- Make the difference between all the other passive Beauty advisors!! Apply products!! You don't need to be a Make-up Artist for that!! Your expertise may not be as significant as a Make-up Artist but it is surely more than the customer's!



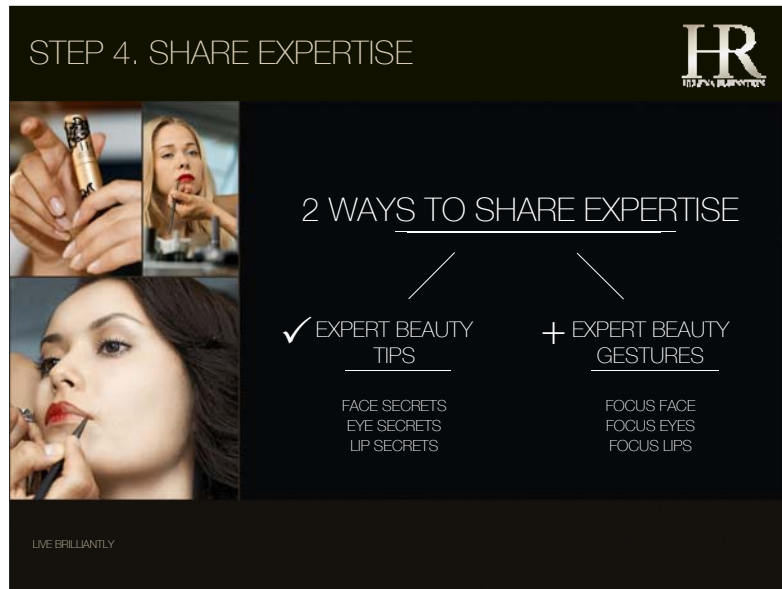
## Trainer's guide

Sequence 5 : Share Expertise

Tool : Slide Show



+2h30



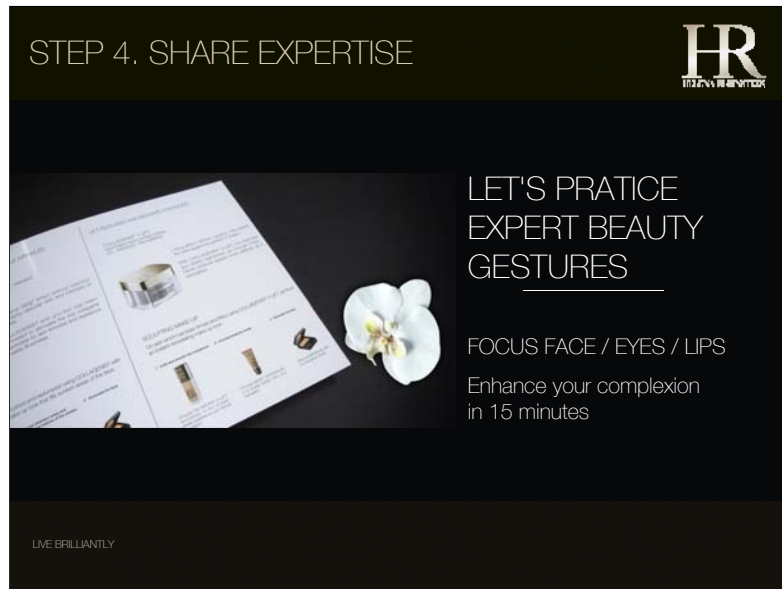
## Comments

- Expert Beauty Tips: Transmit in 2 minutes to your client tips and tricks useful at her home for her beauty ritual
- Expert Beauty Gestures: Transmit your expertise to your client with a focus application, immediately or by appointment for a specific area: Face/ Eyes/ Lips

## Trainer's guide

Sequence 5 : Share Expertise

Tool : Slide Show



## Trainer's guide

Sequence 5 : Share Expertise

Tool : Make-up Demonstration / Atelier

Atelier Time: 30 minutes

## Comments

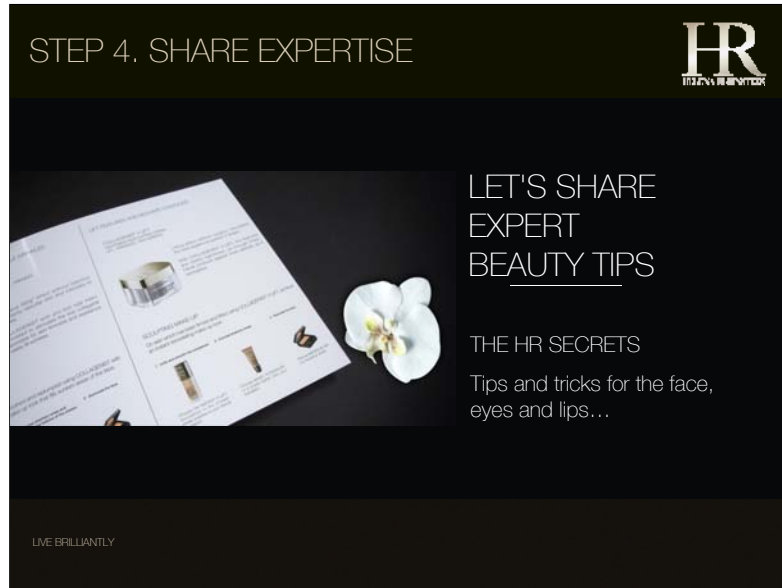
- The purpose of this atelier is to show to the Beauty advisors 3 quick 15' applications they can perform on their clients
- You can prepare this sequence with a make-up artist. Use the Focus Brochure as tools to make the 3 applications respecting the brand protocol.
- You can set your room as a beauty party if you have time and do a practice session in pairs, otherwise you tell your make-up artist to do a quick demonstration;
- Be clear that the purpose is not doing Make-up Artistry but quick make-up applications every beauty advisor can make.



## Trainer's guide

Sequence 5 : Share Expertise

Tool : Slide Show



## Comments

The purpose of this exercise is to give to a customer a tip, a secret closing the demonstration of the products (exercise we did previously in the step 3)

Convey a exercise in 3 groups, 3 customer cases:

- One day cream customer
- One Mascara or eye cream customer
- One Lip customer

Give to each group 5 minutes to prepare the tip and let each group present the tip to the whole team

They should use the « secrets » brochure as a help tool

## Trainer's guide

Sequence 5 : Share Expertise

Tool : Interactive Exercise

Total Exercise time: 30 minutes



+3h00

## Comments

Focus on the following two tips using Must Have products:

- Prodigy Powercell
- Magic Concealer

STEP 4. SHARE EXPERTISE

HR  
LIVE BRILLIANTLY

DAY CREAM CLIENT:  
FACE SECRETS

Skincare = 50% of  
the complexion result

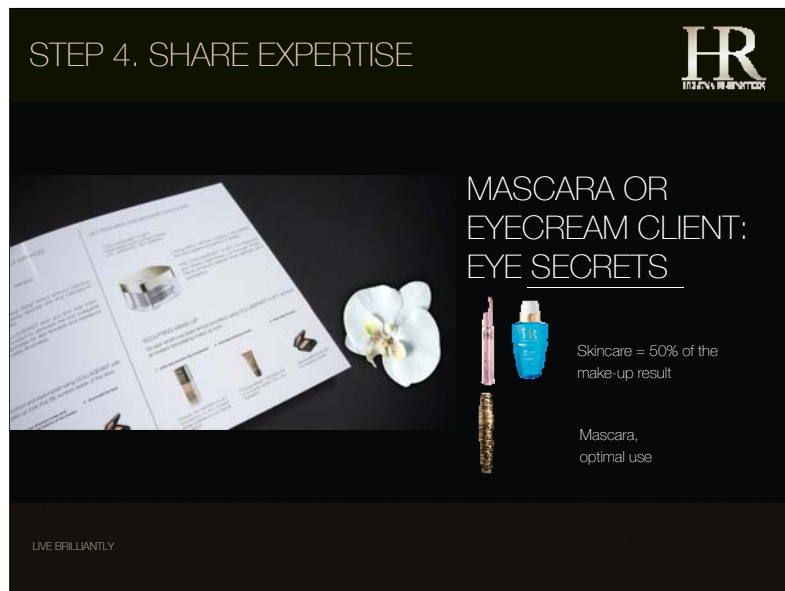
Magic Concealer,  
the golden rules

LIVE BRILLIANTLY

## Trainer's guide

Sequence 5 : Share Expertise

Tool : Interactive Exercise



## Comments

Focus on the following two tips using Must Have products:

- Collagenist Eye Zoom
- Lash Queen Mascara

## Trainer's guide

Sequence 5 : Share Expertise

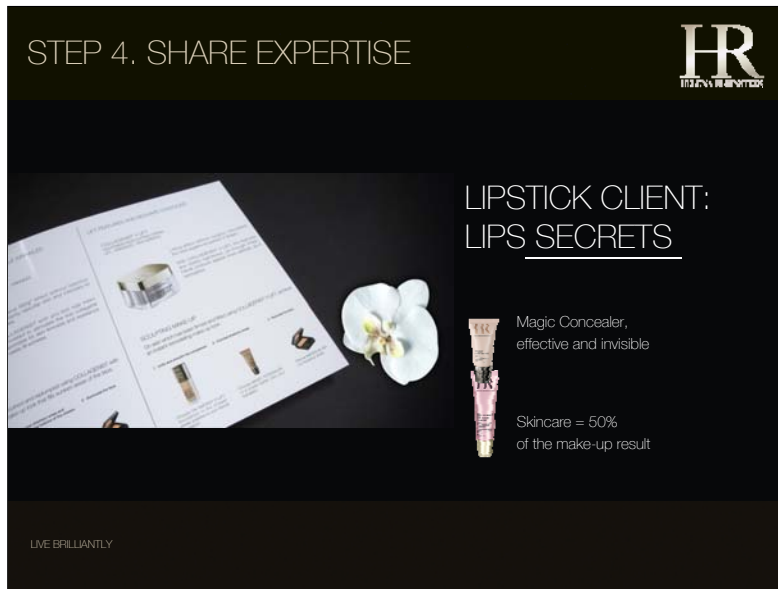
Tool : Interactive Exercise

Total Exercise time: 30 minutes

## Comments

Focus on the following two tips which use Must Have products:

- Magic Concealer
- Collagenist Lip Zoom



## Trainer's guide

Sequence 5 : Share Expertise

Tool : Interactive Exercise

Total Exercise time: 30 minutes

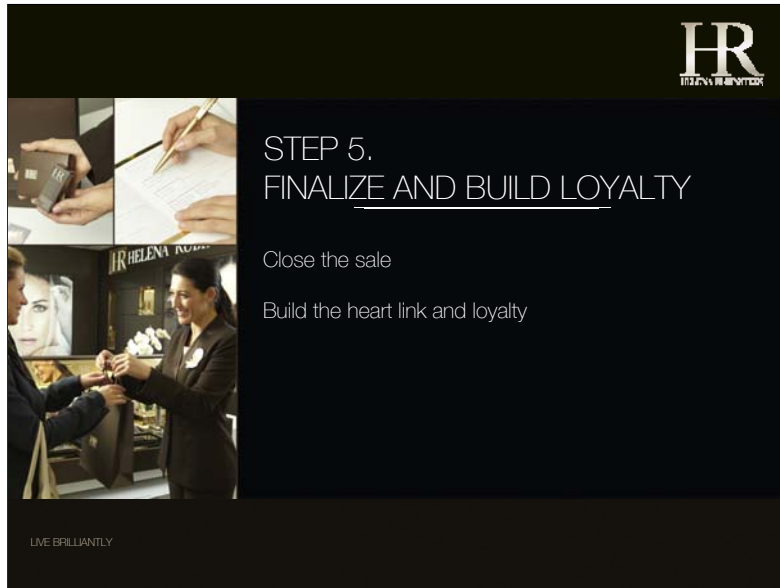
Break at the end of sequence



+3h30

+Break





Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show



+3h45

## STEP 5. FINALIZE AND BUILD LOYALTY



### CLOSE THE SALE

"You've experienced our products today, I would love to hear from your satisfaction in a few days."

"Would you like to begin with the global rejuvenating prescription?"

LIVE BRILLIANTLY

## Comments

### Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

## STEP 5. FINALIZE AND BUILD LOYALTY



### BUILD THE LOYALTY

Follow Sampling Rules

Inform the client about the Gifts with Purchase

Give brochures

LIVE BRILLIANTLY

Comments

Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE



RULES OF SAMPLING

SAMPLING MEANS FUTURE SALES

- Give appropriate samples according to customer's needs
- Introduce them and explain their usage
- After, ask for feedback
- Follow the next following sampling instructions

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE 



RULES OF SAMPLING

|   |   |
|---|---|
| <u>CUSTOMER BUYS</u>  | <u>RECEIVES</u>   |
| PRODIGY POWERCELL   | PRODIGY POWERCELL / OR DAY CREAM  |
|  | <br><small>According to anti-age concern</small> |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE 



RULES OF SAMPLING

CUSTOMER BUYS      RECEIVES

DAY CREAM      PRODIGY POWERCELL / OR EYE CREAM



According to anti-age concern      According to anti-age concern

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE 



RULES OF SAMPLING

|   |   |
|---|---|
| <u>CUSTOMER BUYS</u>  | <u>RECEIVES</u>   |
| EYE SKINCARE  | PRODIGY POWERCELL / OR DAY CREAM  |
|  |  |
| <small>According to anti-age concern</small>                                      | <small>According to anti-age concern</small>                                      |

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE 



RULES OF SAMPLING

CUSTOMER BUYS      RECEIVES

FOUNDATION      PRODIGY POWERCELL / OR DAY CREAM



According to anti-age concern

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show





## Trainer's guide

Sequence 6 : Finalize


Tool : Slide Show




## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE 



**BUILD LOYALTY**

Fill the Client Prescription Card - Client Database

"Would you like to become a member of our privileged clients and receive premium information and offers?"

Book the next visit

Don't forget to greet the client "Goodbye"



LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

STEP 5. FINALIZE



AFTER SALES EXPERIENCE

CALL BACK OR MAIL BACK

Follow after sales client satisfaction

Sampling satisfaction

Inform on next launches or events

Birthday wish / gift

LIVE BRILLIANTLY

## Trainer's guide

Sequence 6 : Finalize

Tool : Slide Show

## STEP 3. TREAT AND ENHANCE



LET'S WALK AROUND THE SALES CIRCLE!!



LIVE BRILLIANTLY

### Trainer's guide

Sequence 6 : Finalize

Tool : Interactive Exercise

Total Exercise Time: 30 minutes



### Comments

Ask participants to form 5 teams

Each team are to receive one sheet of flipchart and a marker, and to post it somewhere on the wall around the room

Each team choose a member who is writing on the flipchart, but everybody in the team is participating for the content.

Give each team the topic: the step 1 to team 1, 2 to team 2, etc.

Give them 2 minutes sharp to write everything they remember about the contents. When time is up, they have to stop writing and switch to the next flipchart, of the next team to them - so every team go to the next flipchart (as a carousel!!)

Every team have again 2 minutes to read the content of the previous team, and to complete if they want. When time is up, the carousel continues until each team go back to their original flipchart

Let them read the contents and present the step with the whole information to the whole team

Use this presentation to debrief, point out what is important, check their understanding, complete if necessary.

For fun, use a door bell to mark when time is up.

Be careful to choose markers with different colors and to tell participants to write in caps to help readability.

During the exercise you assist them and help them if they are stuck.

STEP 3. TREAT AND ENHANCE



SHARE THE HR EXPERIENCE... BRILLIANTLY



LIVE BRILLIANTLY

Comments

## Trainer's guide

Sequence 6 : Finalize

Tool : Interactive Exercise

Total Exercise Time: 30 minutes



+4h



+4h30

## Comments

### **INTRODUCTION:**

Welcome to Helena Rubinstein.

We invite you to take part in a training day in keeping with the spirit of the brand: "LIVE BRILLIANTLY". Helena Rubinstein, the reference brand for anti-ageing, combines cutting edge scientific and esthetic know-how to serve the beauty of the most demanding women.

Women who live brilliantly, with sumptuous, assured beauty at any age. To LIVE BRILLIANTLY is to decide to take your life and beauty into your own hands with radiance, intelligence and brilliance

Before discovering the high points of the day, let's enter the universe of the HR brand... *(play the brand film)*.



## Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :30'