



KÉRASTASE
PARIS

AMBASSADOR

KÉRASTASE AMBASSADOR 2017

The game-changing Kérastase Ambassador embodies the relationship between knowledge service and ultimate luxury.

We welcome you to embark on the next step in your Kérastase journey – The Kérastase Ambassador Programme. Designed to advance your professional and technical skills, this program aims to elevate hairdresser expertise by providing personalized luxury service to your consumers. Equipped with superior know-how, the certified ambassador can coach your other salon staff to enrich overall salon quality and help you grow your business to the next level.

Experience the future today with
the Kérastase Ambassador Programme 2017!

THE BENEFITS

TO SALON OWNER

- Identified as an « Ambassador salon »
- Increase in retail turnover and services
- Kérastase “Expert” « go to » person in salon
- Dedicated in salon coach to help develop the team
- Advanced previews and testing on new product
- Ambassador loyalty
- Client loyalty due to enhanced experience

TO THE KÉRASTASE AMBASSADOR

- Official Ambassador certification
- Elevated skill set and ability
- Opportunity to preview products before launch
- Dedicated coaching program in salon
- Career development
- Invitation to special events
- Part of a Networking community
- Additional retail sales in incentive rewards

ROLE OF AMBASSADOR

- Be the salon Kérastase Expert who leads by example
- Ensure overall cleanliness of merchandising, product assortment and coherence to brand planogram
- Direct partnership with the Kérastase BDE & Educator to drive sales and services
- Help raise the level of knowledge of the rest of the salon team through skills coaching
- Insist on excellent service experience for clients in the salon

CREDENTIALS OF AMBASSADOR

CONNECTION

- Love the Brand
- Committed to the K service standards

EXPERTISE

- Leading retailer amongst the team
- Good Product Knowledge
- Minimum 5 years salon experience

COMMUNICATION

- Credible in the eyes of the team
- Good communication skills
- The team listen to them
- Open to coaching
- Open to coach others

DEVELOPMENT OF CAREER PATH



CONTENT & TIMELINE

CERTIFIED AMBASSADOR (7 days)

- Pre Assessment
- Advance Diagnosis and Hair & Scalp Science
- BB Class
- Advance Selling
- Effective Communication
- Luxury Appreciation
- Digital Marketing

SENIOR AMBASSADOR (5 days)

- Salon Management
- Coaching Program
- Marketing Program
- Advance CRM
- Bespoke Service

MASTER AMBASSADOR (2 days)

- Speciality Program



MASTER AMBASSADOR

2 DAYS SPECIALITY PROGRAM



SENIOR AMBASSADOR

5 DAYS

SALON
MANAGEMENT

COACHING
PROGRAM

MARKETING
PROGRAM

BESPOKE
SERVICES

ADVANCE
CRM



CERTIFIED AMBASSADOR

7 DAYS

ADVANCE DIAGNOSIS
& HAIR SCIENCE

DIGITAL
MARKETING

BB
CLASS

ADVANCE
SELLING

LUXURY
APPRECIATION

EFFECTIVE
COMMUNICATION

K
TRICOLOGY



KERA EXPERT

3 DAYS

SCIENCE OF
HAIR & SCALP

HAIR LOSS
& THINNING

DIAGNOSIS STEPS
ON HAIR & SCALP



FOUNDATION

5 DAYS

ESSENTIAL
1

ESSENTIAL
2

RETAIL
SELLING

LUXURY
SENSITIVITY

K
STANDARD