



DE LORENZO

ASPYA



Our Commitment to ASPYA Members

- As a wholly Australian owned and operated family company, De Lorenzo are committed to continually researching, developing, and manufacturing natural products for every hair care need
- To provide intensive coaching and hands on training for new techniques, styling and professional and retail products through studio classes and salon sessions
- To provide merchandising material that has impact and creates results
- To provide business development tools (marketing, sales, customer service, events, education) that support the member salons and add value to their businesses
- To Provide a high level of customer service by assisting the member salons with questions, concerns and enquiries in a timely, honest and professional manner
- To provide payment of ASPYA rebates in a timely manner





Benefits Framework

The 21/22 ASPYA Program combines the very best in innovative salon marketing strategies, empowering business conferences, networking events, education programs and exclusive salon merchandise!

The program will provide an unprecedented level of support from De Lorenzo from customer service through to your Account Manager.

The program runs from 1 July 2021 – 30 June 2022.



SALON
PERFORMANCE



SALON EVENTS
AND EDUCATION



SERVICE
AND SUPPORT



PRODUCT
EXCLUSIVES



FINANCIAL
EDGE





Salon Performance

- **Promotions:** an exclusive promotion every quarter to help you to be more competitive in the market place
- **Marketing Material:** exclusive access to the ASPYA Resource Centre (website) and monthly communications
- **Merchandise:** a range of exclusive pieces available to ASPYA members including banners and support packs and branded merchandise such as capes, brushes and colour bowls
- **ASPYA Rewards:** use your ASPYA points to redeem products, accessories, educational vouchers and merchandise
- **Recognition:** we recognise ASPYA members for their loyalty and dedication to promoting the De Lorenzo way of life



Salon Events and Education

- Events Program
 - Reboot Your Life through Mindfulness (August – September 21)
 - From the Laboratory to the Consumer (March – May 22)
 - ASPYA Connection High Tea (June 22)
- ASPYA Conference*
- Education (discount on all education classes and a personalised training program to support the salon)
- Awards Program – Loyalty, Hall of Fame, Sustainability Award

**Pending COVID-19 Restrictions*





SALON EVENTS
AND EDUCATION

Sustainability Award

The focus is on getting as many ASPYA Salons involved as possible as opposed to having one winner.

A questionnaire of tick boxes and questions about level of involvement would be issued to all ASPYA Salons who will spend no longer than 30 minutes completing.

Those who meet certain standards then receive the year's De Lorenzo Certificate for Sustainability.





Service and Support

- **Dedicated Account Manager**
- **Premium Access:** exclusive access to online tools and systems to assist in increasing and assisting business growth. This includes access to the online Salon Marketing Portal and ASPYA social media channels, the Resource Centre, and eligibility for exclusive promotions
- **Priority packing and delivery of orders**



Product Exclusives

First Release

- Receive all new product releases 4-6 weeks prior to general distribution

Exclusive Packs

- Free samples and marketing packs will be released exclusively to all ASPYAs



Financial Edge

Investment and Rebate Availability

- Four available packages

Rebates can be used for the following purposes:

- Paying account
- Purchasing tickets to the ASPYA Conference and Education Events
- Purchasing Salon Marketing services

Discounts

- A preferred discount level of 50% on retail and professional products
- Business Partnerships (industry related Business discounts and offers)
- Personal Benefits (membership program with discounts to certain businesses (similar to Qantas Frequent Flyer or NRMA eg movie tickets, Gift Cards, discounts on concert tickets)

Profit Sharing

- Each ASPYA salon will receive a credit for nominated online sales





Your Commitment to Us

- To use the De Lorenzo professional products for all hairdressing services including treatment, hair and scalp analysis and basin usage and offer the De Lorenzo retail range as the preferred product
- To supply De Lorenzo with a prominent space within the salon and display all provided De Lorenzo and ASPYA collateral and merchandise
- To ensure all staff are trained in the De Lorenzo philosophies, Four Natural Balances, CAP system and colour techniques
- To maintain and continuously implement salon policies and procedures (employee, customer service, client, complaints, privacy, environmental, employment)
- To maintain above a 80% rating in the ASPYA Mystery Shopping Program
- To maintain account within the agreed trading terms to be rewarded with ASPYA Points





How to contact us

Email

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Phone

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Resource Centre

www.delorenzo.com.au/professional





DE LORENZO

A S P Y A