



BRAND AMBASSADOR AGREEMENT

As a seasoned Sisterlocks Consultant, qualifying for the Brand Ambassador Certification requires you to call on your original training. Going back to basics before you move forward as a BA will help you to draw on your experiences as a Consultant and sharpen your skills as a Brand Ambassador.

Here are the basic areas of competence that are prerequisites for Brand Ambassador Certification.

- Strict adherence to the Sisterlocks Package approach to offering the Sisterlocks system
- Effective delivery of the official Sisterlocks 3-part consultation
- Hourly pricing structure after Sisterlocks establishment
- Appropriate scheduling of maintenance appointments
- Ability to accurately analyze hair types
- Apply appropriate locking patterns based primarily on accurate hair analysis
- Understanding of how to apply appropriate repair and remedy techniques
- Efficient and appropriate use of Sisterlocks tools
- Adherence to Standard Sectioning Methods
- Adherence to appropriate lock parting sizes based primarily on hair density
- Knowledge of Sisterlocks shampooing techniques
- Provide shampooing instruction to clients
- Appropriate use of Sisterlocks products
- Offer Sisterlocks products at place of business
- Provide relevant product education to clients
- Adhere to appropriate customer service practices

In addition to these basic competencies, Brand Ambassadors are expected to maintain appropriate Standards of Practice as outlined in our AHNHA documents:

- Appropriate setting for studio/salon
 - Adequate square footage
 - Appropriate lighting/ventilation
 - Ability to manage distractions (ex. noise; smells; phone use; intrusions, etc.)
 - Private setting
 - Appropriate equipment / furnishings
- Appropriate health/safety/hygiene for studio/salon
 - Appropriate cleaning schedules and procedures (i.e. tools; hands; clothing/uniforms; work surface; workspace; restroom)
 - Appropriate staff appearance
 - Clean, accessible waste/garbage disposal
 - Appropriately supplied lavatory facilities

The Brand Ambassador's partnership with the Home Office means that she should be the go-to person for Consultants, Trainees, Clients and the general public when it comes to access to the right information. Here are some ways that can play out:

- Be a 'second opinion' for clients with questions about the quality of their Consultant's work
- Respond authoritatively to misleading social media posts

- Allow new Trainees to apprentice with you

There are also certain behaviors and practices that the Brand Ambassador does not engage in:

- Never combine or mix the Sisterlocks technique with other techniques
- Never offer/sell competing hair care products
- Never use chemicals or offer chemical services in a way that negatively affects the delivery of Sisterlocks, which is a natural hair care system.
- Never teach, display or post any proprietary Sisterlocks information in any medium, including but not limited to physical or online publications, videos, and social media platforms.

The Brand Ambassador certification reflects a special partnership with the Home Office. As an acknowledgement of the BA's mastery of basic competencies and the expected practices outlined above, the Sisterlocks Home Office authorizes the following special privileges and responsibilities to Brand Ambassadors:

- Ability to develop new income streams by offering fee-based Sisterlocks informational workshops to clients and friends. (All Things Sisterlocks; Lock Rescue and Maintenance; Coloring with Care; Hands-on Styling)
- Distributor-level pricing on products and accessories with lower minimum purchasing levels.
- Promotional space on the Brand Ambassador page of the Sisterlocks website.
- Special Hot Button listing on the Certified Registry with zero monthly listing fee after set-up (\$210 value annually)
- One free Recertification cycle (\$250 value)
- Ability to develop new income streams by offering fee-based Sisterlocks informational workshops to clients and friends. (i.e.: All Things Sisterlocks, Hands-on Styling, Lock Rescue & Maintenance, Coloring With Care)
- Special "Sisterlocks Brand Ambassador" decal and certificate to display in your workspace
- The option to have your place of business designated as an official "Certified Sisterlocks Salon" or "Studio." (Separate licensing fee applies.)
- \$10% discount on R-Cert course (Or, 10% discount on the BA Certification course if you already have your R-Certification)