

Here Are the Topics We'll Cover:

The Brand Ambassador course focuses on two basic areas of your Sisterlocks practice. The first is “Raising the Bar on Business Practices,” and the second is “Developing Income Streams.” Here is a list of the topics covered:

DAY 1: Raising the Bar

- Customer service basics (phone & online communications, need for rules, scheduling etc.)
- Product knowledge – ingredients, understanding pH, benefits, applications, alternatives, etc.
- Dispelling myths about Sisterlocks (origins, transitioning from other locks, braid starts, etc.)
- Technique analysis (also considers client and consultant comfort)
- Problem solving challenges (problem clients, hair loss, poor maintenance issues, etc.)
- Educating clients (i.e. bundling, shampooing techniques, maintenance, product usage,
- The professional work area
- Social media etiquette
- Understanding Sisterlocks trademark issues

DAY 2: Developing Income Streams

- How to offer our free workshop, “All Things Sisterlocks,”
- How to offer the fee-based workshop, “Hands-on Styling”
- How to offer the fee-based workshop, “Lock Rescue & Maintenance”
- How to offer the fee-based workshop, “Coloring with Care”
- Your BA Web page instructions
- Coaching & Mentoring
- Other advanced Certifications