



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
- Use only Sisterlocks tools on Sisterlocks, and do not use tools on other locking systems
- 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
- Market ONLY Sisterlocks products to Sisterlocks clients (Medical exceptions apply.)
- 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 your coursework and demonstrated in class:

- 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, confusing or inaccurate social media posts
- Allow new Trainees to apprentice with you through coaching and/or mentoring

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

- Never combine or mix the Sisterlocks techniques 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.

ACKNOWLEDGEMENT

I have read and understand this Brand Ambassador Agreement and I agree to abide by the guidelines, practices and conditions outlined therein. I understand that in order to maintain my BA Certification in good standing I must remain 'active' and not allow my certification to lapse.

Name

Date

PRINT Name

Sisterlocks Acct. #
(last 4 of SS#)