



We're upgrading what it means to be CERTIFIED.

Now you can become a "Brand Ambassador"

(Must be certified *in good standing* at least 1 year with a minimum of 10 clients and no unresolved complaints against you.)

Draw a mental picture of a Certified Sisterlocks Consultant. You will see a proud, professionally-minded individual who is all about business. She is goal-oriented and well organized, but also generous and caring with clients. Certified Consultants understand and appreciate the value of the Sisterlocks brand and how it benefits their bottom line. Certified Consultants support the Sisterlocks movement by maintaining high standards of practice, using and recommending Sisterlocks products and delivering good customer service.

It's no secret that not all Sisterlocks Consultants perform at this high level. For whatever reason, some fall short. This can cause problems for clients, especially with so many social media sites that can be useful for some things, but that can also be the source of misinformation and misrepresentation. Potential clients don't always know the difference. . Clients want to be sure that when they pay for Sisterlocks, they're going to get what they paid for. Now, with the Brand Ambassador Certification potential clients will have no doubt about the right source for good information.

We intend to move past this issue by introducing this new certification level. Brand Ambassadors are considered ***advanced practitioners*** who want to distinguish themselves and be publically recognized for offering Sisterlocks in the right way, and having a good track record. They help raise the bar on Sisterlocks Business Practices for everyone, and in return they get some great perks from Sisterlocks.

Here is a list of the perks associated with becoming a Brand Ambassador:

- 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)
- Distributor-level pricing on products and accessories with lower minimum purchasing levels.
- 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)
- The option to have your place of business designated as an official "Certified Sisterlocks Salon" or "Studio." (Separate licensing fee applies.)
- Special "Sisterlocks Brand Ambassador" decal and certificate to display in your workspace
- \$10% discount on R-Cert course (Or, 10% discount on the BA Certification course if you already have your R-Certification)

How do I become a Brand Ambassador?

If you have been a Certified Consultant for at least **ONE YEAR** with **no unresolved complaints** against you and you have done a minimum of **10 Sisterlocks establishments** since being certified, simply enroll in our Brand Ambassador training course. Once you successfully complete the course, you will be considered BA Certified!

What's the cost?

The regular fee for this certification course is \$475. It comes with one free re-certification cycle. (\$250 value) This means that the next time your certification comes up for renewal *you will not pay any fees for that 2-year cycle*. Your BA certification falls in step with your regular certification timeline, renewing every 2 years. Your \$250 renewal fee will kick in after your free re-certification cycle ends. The BA certification encompasses your regular certification, so you pay only one recertification fee moving forward. All terms and conditions for recertification, active and inactive status remain the same.

What's in the course?

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:

| Raising the Bar ... | Developing Income Streams |
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| Customer service basics (phone & online communications, need for rules, scheduling etc.) | How to offer our free workshop, "All Things Sisterlocks," |
| Product knowledge – ingredients, understanding pH, benefits, applications, alternatives, etc. | How to offer the fee-based workshop, "Hands-on Styling" |
| Dispelling myths about Sisterlocks (origins, transitioning from other locks, braid starts, etc.) | How to offer the fee-based workshop, "Lock Rescue & Maintenance" |
| Technique analysis (also considers client and consultant comfort) | How to offer the fee-based workshop, "Coloring with Care" |
| Problem solving challenges (problem clients, hair loss, poor maintenance issues, etc.) | How to offer the fee-based workshop, "Official Retightening Class" (Requires R-Certification) |
| Educating clients (i.e. bundling, shampooing techniques, maintenance, product usage, | Partnering with Home Office to promote your workshops |
| The professional work area | |
| Social media etiquette | |
| Understanding Sisterlocks trademark issues | |