

GET STARTED

COSMO PROF  DIRECT

WELCOME!



Your Stylist Journey with Cosmo Prof Direct!

Discover how effortless it can be to sell retail online with your new store. Whether you prefer to set it up and let it run or customize every detail with your unique branding, we have you covered.

We embrace and support all stylists, from beginners to pros, and are committed to growing this platform for you and with you. Wherever you are on your journey, we're here to help you succeed.

LET'S GET STARTED!

As a new storefront owner, you'll have access to two powerful tools: your stylist homepage and your online store. We're here to guide you through getting to know both and making the most of the features available to you.

MY STYLIST HOMEPAGE

Introducing Your Stylist Homepage

Your stylist homepage is your control center, where you can access a variety of tools to elevate your online store.

From managing settings and commission details to handling orders with ease, your homepage equips you with everything you need to boost sales, make expert recommendations, and curate a personalized catalog.



VIRTUAL TOUR

Discover how to use features and functions on your Stylist Homepage any time. Each section will contain a virtual walk-through tour, simply select the “?” any time it’s present.

MY STOREFRONT

Easily update your contact details, manage customizations, and handle commission payouts from your storefront settings.

Settings:

You can update your name, phone number, and address anytime. For email address changes, please reach out to us at support@salonhq.co, and we'll assist you.

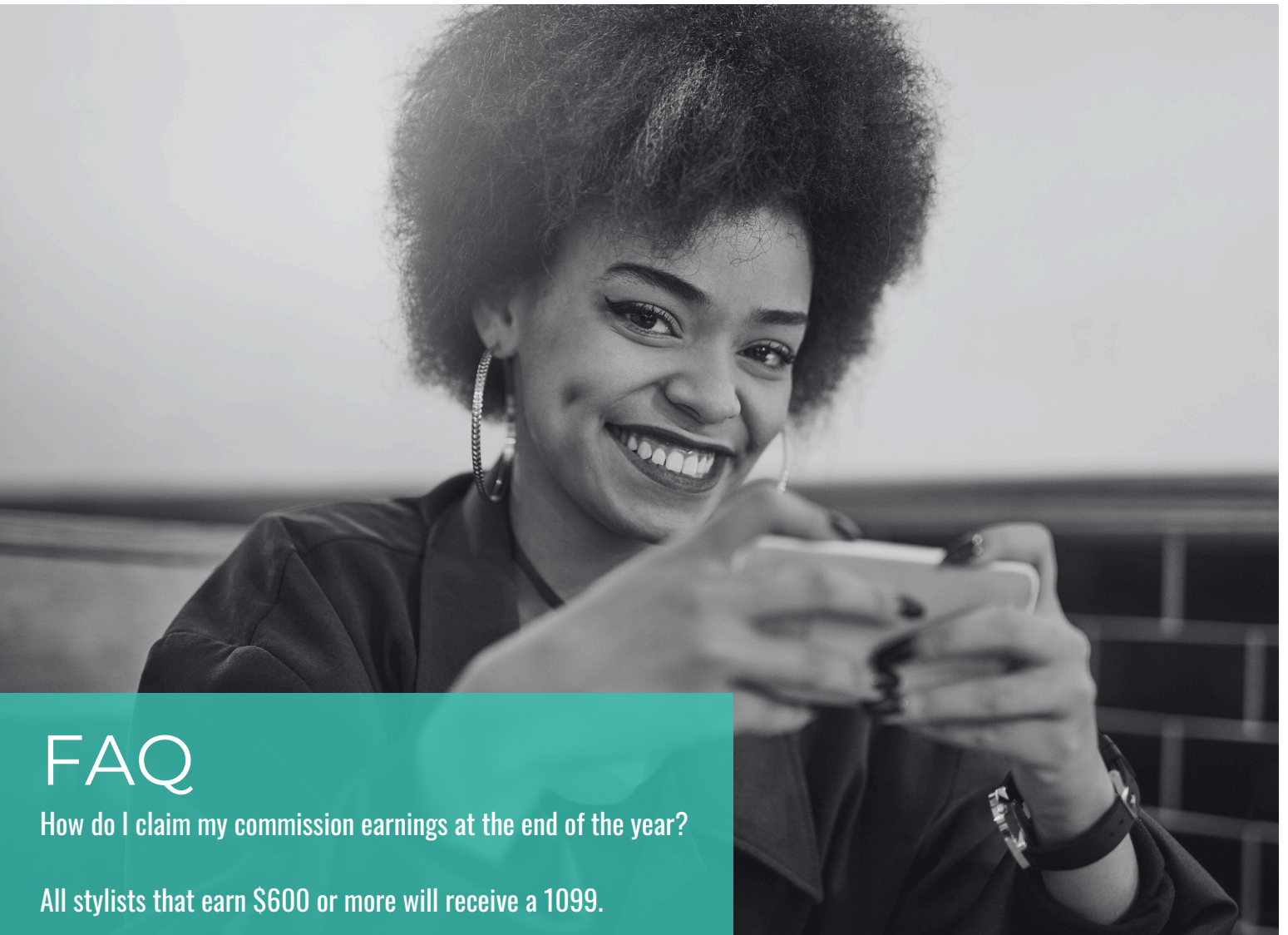
Configuring Your Storefront:

Personalize your storefront by following these steps:

- Upload your logo or photo as a PNG or JPEG in the square or long logo section.
 - Note: Using a long logo will replace your store name on your storefront.
- Customize your colors using the color wheel or input your HEX code to enhance your branding.
 - Note: Changing your store name won't affect your URL link.

Commission Payout Options:

Choose how you want to receive your commission payouts—PayPal, Venmo, or Stripe. Select your preferred method in the storefront settings under “payout.”



FAQ

How do I claim my commission earnings at the end of the year?

All stylists that earn \$600 or more will receive a 1099.

SHARE MY STOREFRONT

Ready to start promoting your online store but not sure where to begin?

Incorporating your unique QR code and URL into your marketing and communications, you can effortlessly reach both existing and potential customers, maximizing your store's exposure with just a few simple steps.

HERE'S HOW TO DO IT:

QR CODE:

Imagine your salon from a client's perspective. Identify high-traffic areas like stylist stations, retail shelves, the front door, the reception desk, and even restrooms as prime spots to promote your online store.

- **Strategic Placement:** Use tent cards, mirror clings, and business cards to display your QR code throughout these key areas. By placing your QR code in these locations, you offer clients a seamless way to explore and shop from your online store during their visit.
- **Enhance Client Experience:** Making your online store easily accessible not only drives sales but also enriches the overall client experience. Whether they're waiting at the reception desk or browsing products on your retail shelves, a quick scan of your QR code can connect them directly to your online store.

By thoughtfully integrating QR codes into your salon environment, you create multiple touchpoints for clients to engage with your online store, making it easier for them to purchase the products they love.



Maximize the potential of your online store by keeping your unique link easily accessible. Integrating it into your communication channels, such as text messages, emails, and social media, can significantly increase traffic and sales.

HERE ARE SOME TIPS TO GET STARTED:

- **Embed Your URL:** Include your URL link in text messages, emails, and social media posts to guide clients directly to your online store. Make it easy for them to shop with just one click.
- **Email Integration:** Add your URL as a clickable button, in your email signature, or as a bold call-to-action within the email body. This simple step can drive more traffic to your store every time you send a message.
- **Social Media Sharing:** Regularly share your unique URL on social media platforms, paired with eye-catching visuals and compelling content related to your products. On Instagram, take advantage of the multiple link feature by adding your online store URL to your bio, ensuring it's always within reach for your followers. For more tips, check out our [Social Media Best Practices](#) articles in the Resource Center.
- **Cross-Platform Consistency:** Keep your online store link consistent across all platforms. Whether it's in your social media bios, business cards, or even in your salon, make sure your clients can easily find and access your store wherever they interact with you.



CATALOG & FEATURED FAVS

Our customizable catalog offers the perfect solution to expand your offerings without requiring physical inventory. You can handpick the brands and products you want to feature and adjust your selections whenever you like.

Boost your sales by prominently showcasing your favorite products in your online store. Simply click the star next to the brands or products you wish to highlight. This strategic placement increases their visibility, driving more attention and potentially more sales.

To keep your online store fresh and engaging, consider rotating your featured products every few weeks. This approach not only keeps your store dynamic for returning customers but also allows you to showcase a diverse range of products, maintaining excitement on your digital shelves.



FAQ

How do I get access to new brands and products that have been added to Cosmo Prof Direct?

- When a new brand partner is added, their retail products will automatically appear in your online storefront.
- If a current brand partner releases a new product, and you have that brand selected to sell in your catalog, the new product will appear automatically.

PROFESSIONAL RECOMMENDATIONS



49% of consumers said they have purchased a product that they did not initially intend to buy after receiving a personalized recommendation.

The Recommender Tool isn't just transforming the way stylists sell; it's reshaping the entire client experience, making it more personalized, convenient, and rewarding for all involved.

The Recommender Tool simplifies the sales process, allowing you to provide personalized, professional recommendations without the pressure of initiating a retail conversation. This tool empowers you to seamlessly curate tailored advice for each client, making the shopping experience more convenient and rewarding.

Clients love the personalized touch, with recommendations preloaded into their cart, ensuring they get exactly what they need without any hassle. The convenience of making purchases on their own time fosters a sense of importance and loyalty, leading to higher retention rates.

[WATCH HOW TO USE YOUR RECOMMENDER TOOL HERE!](#)

DASHBOARD & ORDERS

Welcome to the Dashboard—where excitement meets performance! This is the heart of your success, offering a clear view of your latest sales, commission tracking, and top-selling products. With real-time insights into your online store's performance, the Dashboard empowers you to take charge and stay ahead of the curve.

Want to keep a pulse on your online business? Head over to the Orders section, where you can effortlessly track who's purchasing what and monitor order statuses with ease.

And the best part? We handle fulfillment, shipping, and returns for you, so you can focus on your business without the hassle of managing returns. You'll still have visibility into your clients' returns, but without the stress of handling them yourself.



PRO TIP

Watch your online stores top sellers and maximize profits by featuring them as your favorite brands and/or products, highlight customer reviews on social media and bring your top sellers into your salon and display on your retail shelves.

RESOURCE CENTER



As a busy stylist, we know your time is precious and that adding retailing to your salon or online presence can be challenging. Marketing your retail products, especially on social media, might seem like a full-time job and a potential source of frustration. But don't worry –

WE'VE GOT YOUR BACK!

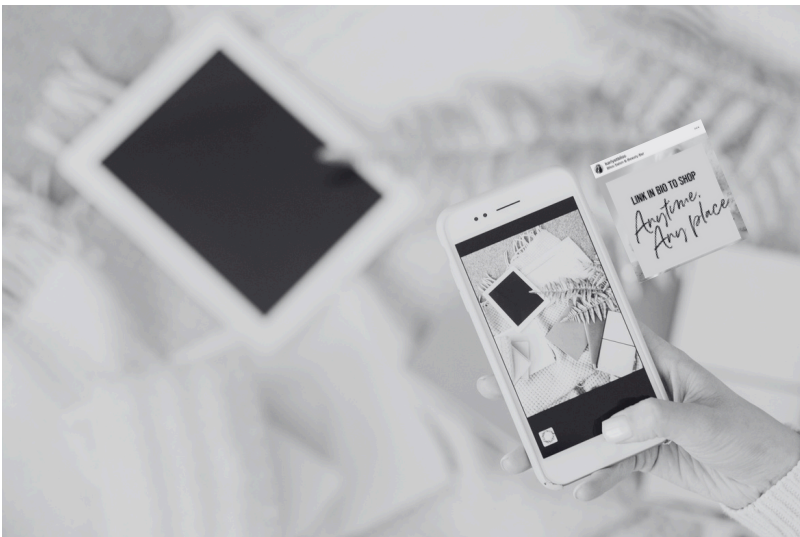
Your Resource Center is designed to support you with valuable tools and insights, including:

- **Online Retailing Tips:** Practical advice to help you optimize your sales and streamline your retail process.
- **Marketing Tricks:** Strategies to enhance your promotional efforts and boost product visibility.
- **Social Media Templates:** Ready-to-use templates and engaging captions to simplify your social media marketing and keep your audience engaged.



Make the Most of Your Templates

Utilize our pre-made templates to announce your online store across all your social media platforms. Highlight special promotions like free shipping on orders over \$20 and include your online store URL to drive traffic and sales. With these resources, you'll find it easier to market your products effectively and connect with your clients, making your online retail experience smooth and successful.



MY ONLINE STORE

Introducing Your Online Storefront

Your online store is more than just a shopping destination—it's a showcase of your expertise and passion for hair care. Clients can effortlessly browse, select, and purchase top brands and products. With easy reordering, personalized recommendations, flexible payment options, and a hassle-free refund process, your store provides a seamless and enjoyable shopping experience that keeps clients coming back.



HERE'S WHAT MAKES YOUR ONLINE STORE STAND OUT:

Easy Reordering: Clients can quickly reorder their favorite products with just a few clicks.

Buy Now, Pay Later: Flexible payment options are available at checkout for added convenience.

Client Login: A personalized login allows clients to easily access their order history and track their purchases.

Personalized Recommendations: Clients receive tailored product suggestions based on their needs from the one who knows their hair best... you!

Free Shipping: Enjoy free shipping on orders of \$20 or more.

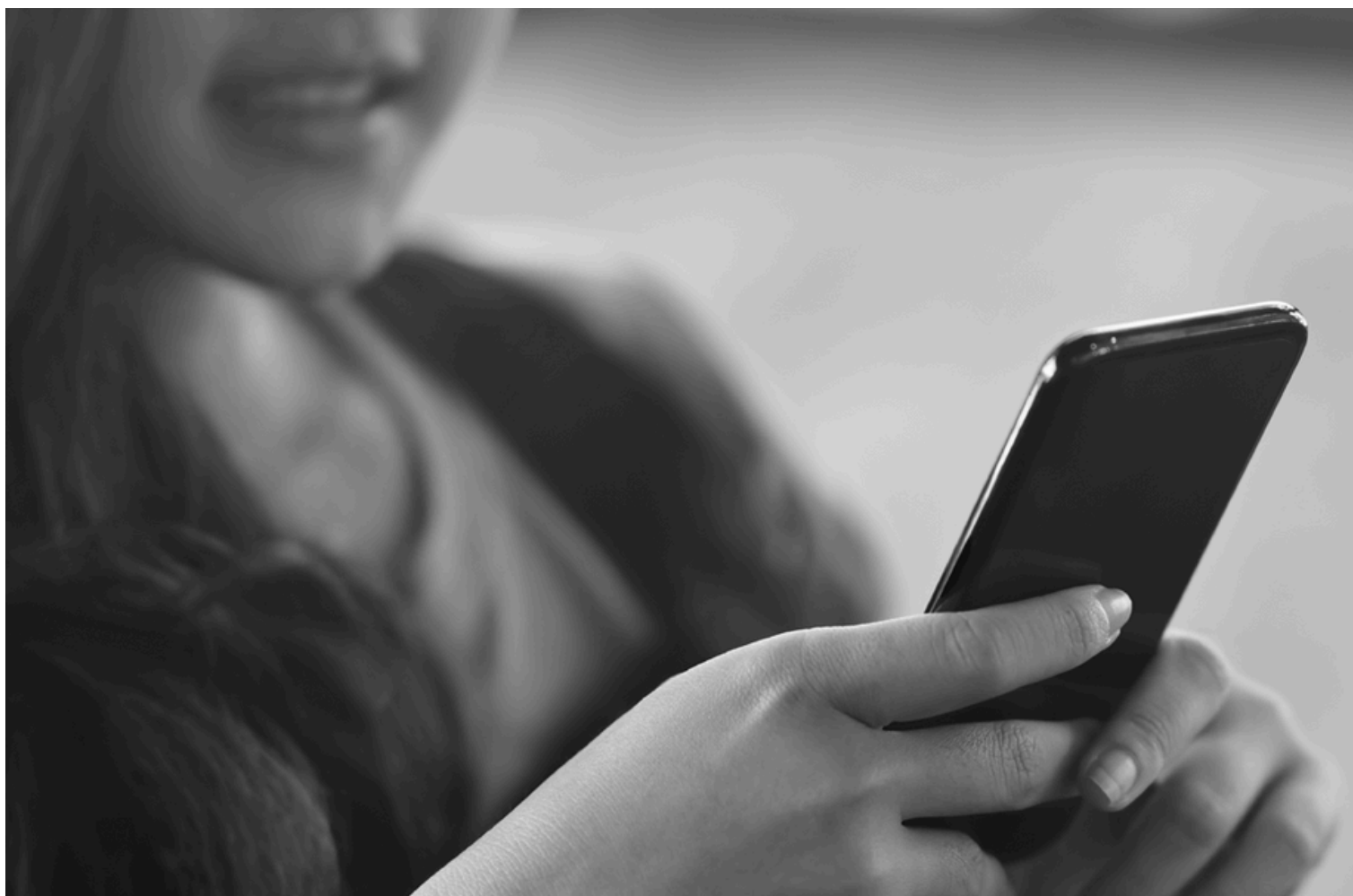
24/7 Shopping: Clients can shop anytime, with an ever-expanding selection of brands and products.

Easy Refund Process: If needed, clients can easily manage refunds through our streamlined process. [[Client Help Center](#)]

ACCESSING & NAVIGATING

Your Stylist Homepage and Online Store

Getting the most out of Cosmo Prof Direct means understanding how to seamlessly navigate between your Stylist Homepage and Online Store. Whether you're sharing your online store or curating the perfect selection of products, knowing how to access and move between these two is essential.



Download the Cosmo Prof Direct App:

Available on Apple and Google Play, the app always opens to your stylist homepage. Log in using email, SMS, Google, or Apple.

Accessing Your Online Store:

Scroll to the bottom of your stylist homepage, tap the share and out button, and select to open in your browser. You can save your online store to your home screen for easy access.

Navigating Between Pages:

To return to your stylist homepage from your online store, scroll to the bottom and tap "Manage Storefront."

SUPPORT

Thank you for choosing Cosmo Prof Direct! We're excited to support you as you elevate your online retail presence and enhance your clients' shopping experiences.



FOR ANY QUESTIONS OR SUPPORT, YOU AND YOUR CLIENTS HAVE SEVERAL RESOURCES:

Stylists:

- Email: Reach us at support@salonhq.co
- Chatbot: Available on your Stylist Homepage for quick help
- Resource Center: Access helpful articles and guides [here](#)

Clients:

- Email: Contact us at support@salonhq.co
- Chatbot: Use the chatbot for immediate assistance on your online store
- Help Center: Find answers and guidance [here](#)

We're here to ensure your success and make your experience as smooth and rewarding as possible. If you need further assistance, don't hesitate to reach out through any of these channels.

WHAT'S NEXT

Keep the momentum going!

[Click here](#) & learn how to Get The Word Out!

