

TASK

Partnerships Questionnaire

Instruction: Before I give you a checklist to maximize the use of your brand partner I would like you to answer a few questions:

1) Do you have a favorite brand in your salon? List them here.

2) Why is that specific brand your favorite?

3) Do you have a favorite brand representative/consultant?

4) Why is that person your favorite to deal with?



5) Does your favorite brand match the most profitable brand?



6) Does your favorite person to deal with match the most profitable brand?



7) What is your expectation of your brand partner

