THE LASER Beautique®

MODULE 7

Level Up at TLB

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6.1 LEVEL UP AT TLB

Tiers

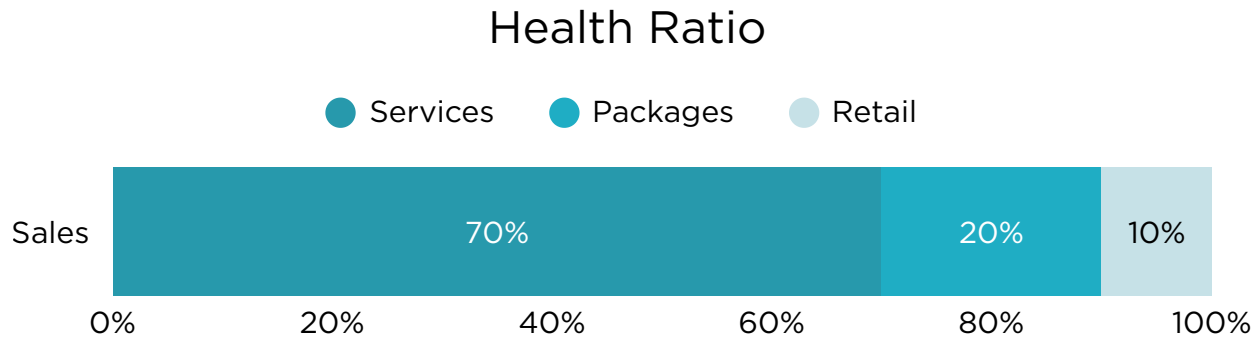
We offer renumeration on a 5-Tier System

	Services		Retail
TIER 5	19%		12%
TIER 4	18%		11%
TIER 3	17%		10%
TIER 2	16%		9%
TIER 1	15%		8%

As you grow in experience and expert performance, you can climb the tier system and earn more with us! Reaching individual targets, scoring high on your KPIs and being a good representative of who TLB is all counts towards how you learn and grow with us.

The Money Tree

Your commision will be earned on individual services sold, the redemption of packages, and retail sold. In order for you to help drive revenue in your clinic and ensure a healthy revenue stream, there must be focus on Package Sales as well as on Individual Services sold. Therpaists should also aim for the *Health Ratio* in order to assist their clinic in reaching target and staying at the top.



The Career Ladder

All therapists need to perform and grow their column monthy, it is for this reason that we believe that therapists need to look at their column as their own cheque book and own business. The busier you are, the more you will be rewarded. Consultations, upselling, and personal relationships with your clients all help to grow your column and your personal figures.

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Performance Log

Every month figures are placed into your performance log to track your growth. Every month your Tribe Leader will sit with you and go through your performance for the previouss month and assist you in looking for gaps to grow

Key Performance Indicators

You will be given a KPI assessment every quarter, and at the end of the year, a full KPI report is concluded. Your KPI year runs from January to December. You can qualify to move up a Tier if you have achieved 75% or more on your yearly KPI.
To climb the *Career Ladder* you must:

- **Work for TLB for >2 years**
- **Achieve >75% on you yearly KPI**

Your Next Steps

Once you have met the two criteria to qualify to move up a Tier you will go for a Trade Test with our Head of Training to assess your skillls and knowledge.
Once you have passed the Trade Test, and interview and meeting will be help with the Head of Operations and Owner as the final step in the qualifying process.
A large contributing factor to your ascension in the career ladder is Culture. No therapist can move up a Tier—regardless of skills—if they do not emobody the culture of The Laser Beautique. This assessment is at the discretion of management.
Should a therapist be on Tier 4, they will qualify to apply for a management position. We encourage all employees to please keep the communication lines open shoulld they wish to become a manager, this allows us to work with you to reach your goals.
After time as a manager, the opportunity for growth continues as we allow for therapists to the explore the exciting possibility of opening their very own TLB Franchise!

Incentives

At The Laser Beautique we believe in rewarding performance and culture. Every month incentive winners can be found in our monthly newsletter. Incentive structures do change from time to time, but this will be discussed and communicated in advance. For our latest incentives, please see our most recent newsletter.

Refresher Training

Refresher training on cultureneering will take place once a year.
Laser and Skin refreshers training will also take place once a year and adhoc training as and when requested.

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INCENTIVES

INCENTIVES	EXPLANATION	QUALIFYING	INCENTIVE PRIZE
THERAPIST COURSE INCENTIVE	Sell R50 000 in courses and win. R50 000 minimum to qualify in normal months.	R50 000	R500 PnP Voucher
		R60 000	R600 PnP Voucher
		R70 000	R700 PnP Voucher
		R100 000	R1000 PnP Voucher
		Every R10 000 Above R100 000	R1000 PnP Voucher
	R100 000 minimum to qualify in special months (Christmas in July & Black November)	Every R10 000 Above R100 000	R500 PnP Voucher
THERAPIST INCENTIVE	Therapists need to achieve inside the following brackets with Services (including redemptions) and Retail (all brands). The incentive percentage is based off the highest amount in the bracket. Incentive Prize can take form as TLB SS Products or a PnP Voucher or a monetary amount added to payslip. **Reminder to focus on your % between services & retail.** Only the amount above the lower limit of each bracket gets the higher percentage. For example: If you reach R160,000, ·You earn 2% on the first R150,000 = R3,000 ·You earn 2.5% on the R10,000 above that = R250 ·Total: R3,250	Incentive 1 (R130 000 - R150 000)	2%
		Incentive 2 (R150 000 - R170 000)	2,5%
		Incentive 3 (R170 000 - R190 000)	3%
		Incentive 4 (R190 000 -)	3,5%
BRANCH TURNOVER	Your team is rewarded with a team lunch or a spa voucher depending on if they hit target or go 120% over target	HITTING TARGET	Team Lunch - R180 pp
		120% ABOVE TARGET	Spa Voucher
FEEDBACK REVIEWS	Google Reviews and Zenoti reviews are counted.	20 Positive Reviews	Team Lunch - R180 pp
MANAGERS INCENTIVE	Managers receive 1 free product from a selected range depending on if your branch hits target / or above target	HITTING TARGET	SMOOTH START
		110% To Target	BOSS BEAUTY
		120% To Target	GLAM GOALS

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The below is to clarify how therapists are paid and incentivised:

Service	Payroll	Incentives
Full Priced Service	✓	✓
Trade Exchanges or Giveaways organised by the external PR team (R0 Value Giftcards - Eg: Brand IQ Vouchers, Wide Open Platform Vouchers, Forbes, Fabulous Women)	✓	✗
Support Office Treatments (Treatments for Support Office Staff)	✓	✗
Influencer Treatments (Treatments done for influencers under PR Booking campaign)	✓	✗
Complaint of Another (Eg: Client complains about Shan's service. Tammy takes over that client's free treatment. Tammy gets paid)	✓	✗
50% Off (First Tech Facial or Laser Hair Removal)	✓★	✓★
Loyalty Points (My appointment is R400. I used R350 loyalty points and paid R50 cash/card/eft. Therapist gets paid on R50)	✓★	✓★
Refer a Friend Giftcards (R100 Giftcards Awarded to Referrer & Referee)	✓★	✓★
Package Sales (If there is 10% discount on a package, the service will be slightly less than the full price. Therapist gets paid on the slightly less amount)	✓★	✓★
Internal PR (Activations organised by branch such as sponsored prizes or R400 off vouchers)	✓★	✓★
Complaint of Your Own (Eg: Client complains about Shan's service. Shan performs a free treatment for the client. Shan does not get paid for that free treatment.	✗	✗

★ Represents the paid value of something rather than the full value. Example in Loyalty Point Explanation.