

|                                           |                                                     |                                                                          |                                                                           |                              |
|-------------------------------------------|-----------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------|
| <b>B</b>                                  | <b>I</b>                                            | <b>N</b>                                                                 | <b>G</b>                                                                  | <b>O</b>                     |
| Used Product knowledge to sell a guest    | Can name one 21 days of beauty offering             | Did something on a shift to show WIN Together                            | Sold 4 items of skin care                                                 | Sold 10 pieces of Ulta Brand |
| Color matched a guest                     | Tell a manager the \$sales goal for the day         | Sold 3 beauty steals for the day                                         | Can tell a manager the ULTA Values                                        | Sold 3 items from redken     |
| Sold something Green for St. Patricks Day | Was named in NPS survey                             | <b>FREE</b>                                                              | Can tell a manager what salon openings from the book are open for the day | Had a \$100 sale             |
| In dress code                             | Sold at least 1 guest 6 items                       | Repeat the huddle to the next member of management entering the building | Greets a guest by name                                                    | Sold 2 items from Benefit    |
| Go tell a manager what TGIF stands for    | Can tell the GEM what is a salon special of the day | Sold 3 items from Urban                                                  | Wearing a name tag                                                        | Converted 1 guest to salon   |

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| Was named in NPS survey                                                  | Can tell a manager the ULTA Values                                        | Sold 4 items of skin care                 | Color matched a guest                               | Sold 3 beauty steals for the day        |
| Did something on a shift to show WIN Together                            | <b>Wearing a name tag</b>                                                 | Sold 10 pieces of Ulta Brand              | Can tell the GEM what is a salon special of the day | Sold 3 items from redken                |
| <b>In dress code</b>                                                     | Can tell a manager what salon openings from the book are open for the day | <b>FREE</b>                               | <b>Had a \$100 sale</b>                             | Can name one 21 days of beauty offering |
| <b>Greets a guest by name</b>                                            | Sold 3 items from Urban                                                   | Used Product knowledge to sell a guest    | Converted 1 guest to salon                          | Sold at least 1 guest 6 items           |
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