

Set Your Holiday Sales Goal

2 WAYS TO SET YOUR SALES GOAL

① As a Percentage of Clientele

2 months (Nov + Dec)

Overall Sales Goal: # of Clients last November x 9% x 2

9% of clients purchase promotional items

Daily Sales Goal: # of Holiday Kits ÷ # days salon is open Nov & Dec

② As a Percentage Increase Over Last Year

Overall Sales Goal: # of Holiday Kits Sold Last Year x % More

Daily Sales Goal: # of Holiday Kits ÷ # days salon is open Nov & Dec

Example ①

1000 guests
X 9%

90
X 2

180 Kits
÷ 45 days

4 Kits
per day ✓

Example ②

150 Kits
X 1.20

180 Kits
÷ 45 days

4 Kits
per day ✓

Holiday Spectaculator

Calculate your potential profit

This calculator helps you strategically plan out your inventory and pricing strategy to maximize profit.

L'Oréal PPD Holiday Kit Spectaculator 2025

Holiday Kit Spectaculator 2025

Maximize Your Salon's Holiday Profit Potential with L'Oréal Professional Products

WELCOME

HOW MANY KITS?

MY ORDER

How Many Kits Should You Order?

Use our formula to estimate the optimal number of holiday kits for your salon. This calculation is carefully based on industry data and the season.

Expected Number of Monthly Guests

300

Use your busiest month's guest count, or last year's November or December figures.

Recommended Kit Quantity

54

Formula: Guests × 2 × 9%

Pro Tip:

This is a starting point! Consider your salon's unique factors like average ticket size, client loyalty, and marketing efforts

12:25

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Select the exact quantities for each kit you intend to order. All pricing and profit calculations are automatically computed for immediate insight.

Matrix

Pureology

Biolage

Redken

LP

Back to the Top

matrix

Brass Off

Value	Salon Savings
33.50	25%
Salon Cost	Suggested Retail Price
25.00	50.00
Discount Retail Price	Order Quantity
50.00	0
Total Salon Cost	Total Profit
0.00	0.00

So Silver





Your Monthly Sales Plan

FOLLOW THIS PLAN TO ACHIEVE YOUR GOAL!

September

Prepare for the Holiday Season

- ☐ Set your holiday sales goal
- ☐ Stock up on product for services and holiday kits

October

Get Clients in the Gifting State of Mind

- ☐ Prep with a team huddle
- ☐ Put out holiday kits as soon as they come in!
- ☐ Plan out client incentives through December

November

Keep the Holiday Bustle Going

- ☐ Set up Holiday display
- ☐ Promote Holiday service menus
- ☐ Launch Holiday Kit Kingdom stylist incentive
- ☐ Host Pop Up shop
- ☐ Special Black Friday offers

December

Sell Through Remaining Products

- ☐ Place any box sets that haven't sold on a stylist bingo card
- ☐ Announce winners of Holiday Kit Kingdom Incentive

January

Assess Success and Celebrate

- ☐ Review sales
- ☐ Celebrate wins
- ☐ Refine new product offering based on holiday sales

