

JANUARY - JUNE 2026

# NEILLA--LIST

## Incentive Program



*We want to celebrate your salon and your team's growth. The Neill A-List is an incentive program designed to reward your high achievers and acknowledge best in class Aveda service delivery.*

### HOW TO DETERMINE RPCT?

*Total Retail Sales ÷ Total # of Transactions*

### **\$18,000 CLUB: SUMMER CASH OUT – \$1,500 CASH PRIZE**

*Artist Qualification: Achieve \$18,000 in combined Aveda and Smashbox retail sales within the same qualifying period (January 1, 2026 – June 30, 2026).*

*Incentive: \$1,500 Summer Cash Out Prize*

### **\$22 SALON RPCT CLUB: LUNCH FOR YOUR TEAM**

*Salon Qualification: Salon achieves \$22 Retail per client ticket (Aveda & Smashbox only) for the calendar month. Salon must submit report verifying RPCT for month prior by the 5th of the month to [alist@neill.com](mailto:alist@neill.com)*

*Incentive: Enjoy a lunch celebration for the salon team, courtesy of Neill.*

### **\$22 DRIVE BY HAPPINESS REWARD**

*Artist Qualification: During a salon visit, if a stylist is at \$22 RPCT for the prior month or has 30% of their guests purchasing retail, the stylist will receive celebratory surprises during the visit.*

*Incentive: Prizes vary.*

*Questions? Or want to share your best practices? Contact [AList@Neill.com](mailto:AList@Neill.com)  
Tag us in your success stories: @Neill*