



DIGITAL EDUCATION

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ONLINE EDUCATION

#chisiformanonsiferma

DIGITAL EDUCATION

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From the crisis, a new opportunity.

Selective Professional has used
this break for reinventing itself.

We kept on working, training, dreaming,
to talk to our employees, customers and friends.

ONLINE EDUCATION



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has born to stay close to those professionals that have been
partnering with us for a long time, to wait together for that
normal life, that we LOVE, to come back.

The re-opening of the salons is now forecasted to happen soon,
but it will be a step by step return to or freedom.

We thought that a digital approach to Education would
have been the right one for not remaining and
to draw a new future now, with you.

education team

Our Education team is ready to stay upfront to support you and give you the right tips to start your activity.

We will offer you an Online Education that goes from basic techniques, to business knowledge, creative trainings that can light your passion and feed your curiosity and desire to offer customized services for making your salon an exclusive one and going over your limits.

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David Sánchez
Creative Director

Max Pradella

Marco Serra

Angelo Pavanello

Carmelo Spina

Alessio Martelli

Paolo Amato

Giuseppe Loria

Alessandra Baratella

Jason Collier

Jacob Castiglioni
Special Guest

Anita Scianò
Special Guest

ONLINE EDUCATION

Goals:

- **ENRICH YOUR COMPETENCES**
- **ADAPT TO THE NEW RULES OF SALON BUSINESS**

9 paths:

- **PRODUCT AMBASSADOR**
- **SEASON LOOK**
- **SALON UPGRADE**
- **BE SOCIAL**
- **COLOR WORLD**
- **CUT EVOLUTION**
- **NEW SHAPE**
- **HAIRDRESSER VALUE**
- **CUSTOMER EDUCATION**

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ONLINE EDUCATION

• **PRODUCT AMBASSADOR**

How to become and ambassador of Selective Professional, starting from the hair color products knowledge, raw materials, chemistry and the plus of our product range.

Giuseppe Loria together with our R&D Lab will present the Know How and the secrets of Colorevo and Reverso.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
70 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA

ONLINE EDUCATION

● SEASON LOOK

Intensive cut and color class to present the latest trends from our Artistic Director David Sanchez

shows Selective Professional language and methodology to obtain excellent and customized results.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
45 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA

ONLINE EDUCATION

● SALON UPGRADE

The class will cover subjects such as team management, salon set up for re-opening, new customization of services and treatments, appointments management and telematic diagnosys.

With Carmelo Spina and Alessio Martelli,
A class to develop your professional skills, maintaining your focus on: salon image, communication, product and services.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
60 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



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● BE SOCIAL

Lear how to use Social Networks
for communicating with your customers,
increase their loyalty and find new ones!

Find out secrets with Jacob Castiglioni,
Web Designer, through the analysis
of the available social platforms,
studying the most appropriate one
to present yourself and to offer your services.
Create ad hoc contents through
visual communication with the support
of Anita Scianò, Fashion Photographer,
to manage the image of your Point of Sale.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
60 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA

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● COLOR WORLD

A deep trip into the secrets of Color
and bleaching services,

Alessandra Baratella presents the potential
of the technical services helping you
to achieve vibrant colors and light games
for any morphology. Quick, easy and trendy looks.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
60 MINUTES

CERTIFICATE:
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● CUT EVOLUTION

The Evolution of Cut,

Max Pradella, presents a step by step
on the latest and coolest lines and geometries.
Easy solutions for everyone,
to customize the salon service.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
50 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA

ONLINE EDUCATION

● NEW SHAPE

What's shape about, the new techniques
and why shall we create volume.

A deep insight with Giuseppe Loria.
The secrets of the most difficult technical service,
on the most service, hair type.
Quick and easy techniques for wavy,
voluminous and customized curly hair.
Tips for new and trendy natural look.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
30 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



ONLINE EDUCATION

● HAIRDRESSER VALUE

Enhance your professional skills,
transform your customers in your fans.

Paolo Amato focuses attention on morphology, armocromia and draping to offer a service that makes the difference.
A class that provides theory and practical knowledge for the hair stylists.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
50 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA

ONLINE EDUCATION

● CUSTOMER EDUCATION

What can you do to differentiate your salon?
How can you be perceived as a unique stylist,
without crazy fringes and frills?
How to “educate” your customers?

Jason Collier and Angelo Pavanello
will guide you ideas and tips
for guiding your customers.

CLASS CATEGORY:
WEBINAR

MATERIALS:
POWERPOINT PRESENTATION

DURATION:
60 MINUTES

CERTIFICATE:
DIGITAL DIPLOMA



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