

Six Figure Tribe

Welcome To
Your Journey!

Six Figure Tribe

WORKSHEET

Accountability

MODULE 1

WORKSHEET

Accountability Professional Assessment

Name _____

Date _____

Please rate yourself using the ROCKSTAR rating system:

★ ★ ★ = Always

★ ★ = Sometimes

★ = Never

First Impressions

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Killer Consultations

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Rockstar Retail

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Time Management

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Taking Control Of Your Destiny

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Hit The Target

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Education

RATE YOURSELF: ★ ★ ★ ★ ★ ★

WORKSHEET

My \$100 Expectations:

My Weaknesses Are:

What Weaknesses Will Become Strengths?

5 Steps To Consultation:

1. _____
2. _____
3. _____
4. _____
5. _____

Actions I Will Take To Improve My Weaknesses:

Notes:

WORKSHEET

Identify 3 Of The Most Important Personal Takeaways From Listening To The 5 Steps To Rockstar Results CD:

1. _____

2. _____

3. _____

Home-Play

- ✓ Listen to the 5 Steps To Rockstar Results CD
- ✓ Fill out your 5 Steps To Rockstar worksheet
- ✓ Identify 3 of the most important personal takeaways from listening to the CD tracks

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WORKSHEET

Killer Consultation

MODULE 2

WORKSHEET

Killer Consultation Script

Finding Your Guests' Needs:

"Hi _____ I want to take a few minutes today and ask you a few questions to help me discover all of your needs today. Will that be okay with you?"

(Wait for response – remember 99% of the time when you ask your guest permission they will say "yes"!) _____ I want you to think about the last time your hair was absolutely perfect. Can you tell me about it? What was so perfect about it?

(Wait for response) _____ What challenges are you currently having? (Wait for response) If you could change anything what would you change?

(Wait for response)

And lastly, what products are you currently using at home, and are you happy with those results?"

Recap:

"What I heard you say _____" *(Repeat what you heard your client say. Start from top.)*

Ask:

"Would you like my recommendations based on what I am hearing from you today?"

WORKSHEET

Rockstar Productivity Worksheet

Name _____

Date _____

	GOAL	MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
1	# of Clients								
2	Service \$								
3	Average Service \$								
4	Retail \$								
5	Average Retail \$								
6	Total \$								
7	Average Ticket								

Home-Play

- ✓ Print Killer Consultation Script – practice with friends and family
- ✓ Do the Killer Consultation on half of your guests during this week and notice the difference when you do it as compared to when you don't
- ✓ Fill in daily your Rockstar Productivity Worksheet
- ✓ Listen to track #6 (Recommendations) of your 5 Steps to Rockstar Results CD

Six Figure Tribe

WORKSHEET

Rockstar Retail

MODULE 3

WORKSHEET


Rockstar Retail Assessment


Name _____

Date _____

Please rate yourself using the ROCKSTAR rating system

 = Always

 = Sometimes

 = Never

The Consultation

RATE YOURSELF:

The Shampoo Experience

RATE YOURSELF:

The Service

RATE YOURSELF:

Product Recommendations

RATE YOURSELF:

WORKSHEET

Retail Recommendations

Educating Through The Service

When providing the service, be sure to follow through with educating your guest on retail as well as tips and tricks you use to achieve the look. If you use a product, you just need to tell them **WHAT** it is, **WHY** you're using it, and **HOW** it will help them at home.

Just pick up the product and say...

- This is **WHAT** I am using...
- This is **WHY** I choose to use it on you...
- This is **HOW** you will use it at home...

What, Why & How Script Example:

" _____ (*client name*) I am using the Sculpting Gel today, I have selected this product because you indicated you want a little more body and lift in your hair and this product will do just that, you will want to apply about a nickel size amount into your hair when it's wet and then blow dry your hair. Again, this will help give your hair that little extra lift you are looking for and like so much in your hair."

Create Your WHAT, WHY & HOW Example

Close

At the end of the service put the 3-5 products you used on them on the counter and say; "These are the products you and I talked about today. Recap how to use them (**WHAT, WHY, HOW**) and let them choose what they want!"

WORKSHEET

Rockstar Productivity Worksheet

		GOAL	MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
1	# of Clients									
2	Service \$									
3	Average Service \$									
4	Retail \$									
5	Average Retail \$									
6	Total \$									
7	Average Ticket									

	HOW!	GOAL	MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
1	# of Retail Clients									
2	# Cuts									
3	# of Styles									
4	# of Colors									
5	# of Texture Services									
6	Total # of Services									

WORKSHEET

Home-Play

- ✓ Print off the WHAT, WHY, & HOW Script and practice it on friends and family
- ✓ Perform the Killer Consultation on all of your guests this week
- ✓ Perform the WHAT, WHY, & HOW on half of your guests this week
- ✓ Fill in daily your Rockstar Productivity Worksheet "WHAT & HOW" sections
- ✓ Listen to Track # 7 (Pre-booking) of your 5 Steps to Rockstar Results CD

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WORKSHEET

Booked Rock Solid

MODULE 4

WORKSHEET

Rebooking Script

" _____ (*client name*) let's get your next appointment booked. I will need to see you in 4 or 5 weeks for your cut and color.

Would you prefer the beginning of the week or the end of the week?

Would _____ (*day*) or _____ (*day*) work best for you?

Which is better for you, mornings or afternoons?

Perfect I have _____ available, does that work for you?

Great, we will see you _____ (*date*) at _____ (*time*), let me get you an appointment reminder card."

Overcoming A "NO" Rebooking Script

No need to panic...there is a simple system for that too.

"Well _____ (*client name*) I completely understand what you're saying. However, I want to make sure that there is time available for you. My schedule is getting really full, so why don't we go ahead and get your next appointment booked. I will call you the day before to remind you and we can then see if that works for you."

Home-Play

- ✓ Set new week goals and fill out your Rockstar Productivity Tracker daily
- ✓ Perform the Killer Consultation on 100% guests daily
- ✓ Perform the Rockstar Retail System on 100% guests daily
- ✓ You will play the Double Your Day Game daily
- ✓ Print off the Rebooking Script and practice it on friends and family
- ✓ Perform the Rebooking Script on 50% of your guests

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WORKSHEET

The Wow Factor

MODULE 5

WORKSHEET

The WOW Factor Assessment

Name _____

Date _____

Please rate yourself using the ROCKSTAR rating system:

★ ★ ★ = Always

★ ★ = Sometimes

★ = Never

First Impressions

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Killer Consultations

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Dress For Success

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Product Recommendations

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Rebooking

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Going Above and Beyond!

RATE YOURSELF: ★ ★ ★ ★ ★ ★

WORKSHEET

Your WOW Factor Roadmap

Greeting:

1. _____

2. _____

3. _____

Service:

1. _____

2. _____

3. _____

WORKSHEET

Closing:

- 1. _____

- 2. _____

- 3. _____

Follow Up:

- 1. _____

- 2. _____

- 3. _____

WORKSHEET

Clear Path To Attract The Ideal Client

Identify

Cater

Nurture

Home-Play

- ✓ Set new week goals and fill out their Rockstar Productivity Tracker daily
- ✓ Perform the Killer Consultation on 100% guests daily
- ✓ Perform the Rockstar Retail System on 100% guests daily
- ✓ Arrive to work 15 minutes early and play the Double Your Day Game daily
- ✓ Perform the Rebooking Script on 75% of your guests
- ✓ Implement 3 new ways to provide WOW customer care to every guest
- ✓ Follow your Marketing Guru Plan to get butts in YOUR chair

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WORKSHEET

Rockstar Income

MODULE 6

WORKSHEET

Personal Budget Sheet

Income	Monthly
Wages/Salary	
Tips	
Bonuses	

Income	Monthly
Child Support	
Alimony	
Misc.	
TOTAL:	

Expenses	Monthly
Home/Apt.	
Auto Loan/Lease	
Auto Expenses (gas, oil, etc.)	
Groceries	
Clothing	
Child Care	
Internet	
Memberships (gym, clubs, etc.)	
Telephone/Cell	
Utilities (water, gas, electric)	
Insurance (health)	
Insurance (home)	

Expenses	Monthly
Magazines/Books/Music	
Vacation	
Entertainment (dinner/movie, etc)	
Daily Expenses (Starbucks, soda, tobacco, etc)	
Education/Training	
Personal Savings	
Retirement/401K	
Sports Activities (baseball, etc.)	
Personal Image Expenses	
Misc.	
Insurance (Car)	
Loans (Student)	
TOTAL EXPENSES:	

WORKSHEET

Home-Play

- ✓ Set new week goals and fill out your Rockstar Productivity Tracker daily
- ✓ Perform the Killer Consultation on 100% guests daily
- ✓ Perform the Rockstar Retail System on 100% guests daily
- ✓ Arrive to work 15 minutes early and play the Double Your Day Game daily
- ✓ Perform the Rebooking Script on 100% of your guests
- ✓ Complete your Income & Expense Worksheet

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WORKSHEET

Pulse Check

MODULE 7

WORKSHEET

Objectives

- Taking Personal Inventory
- Review Key Components of Instant Income
- Accountability
- Killer Consultations
- Rockstar Retail
- Booked Rock Solid
- The WOW Factor
- Rockstar Income
- Personal Accountability
- 6 Figure Service Provider

Self-Assessment Checklist

Rate yourself in the following areas. Use the ROCKSTAR rating system:

★ ★ ★ = Always ★ ★ = Sometimes ★ = Never

First Impressions

First impressions are made within the first few moments that you greet your client. Are you confident that all of your clients are given a warm and professional welcome when they are in your presence? Do you personally take the time to do a meet-and-greet that makes a long-lasting impression? Do you walk up to each client with a friendly smile, look them in the eye and make eye contact, shake their hand or hug if appropriate to ensure they feel welcomed, safe and included. Or, do you do the common, "Hey, I'll see you at my chair? I'm going to smoke a cigarette and I'll be right back." Or, are you running late making excuses, or blaming others about your own responsibilities?

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Killer Consultations

Do you take the time with every client, all the time, to identify their needs, or do you do the opposite and tell them what you want to do? Do you make it personal and sit down and have a professional conversation about their personal needs, or do you speak at them through the mirror? Do you use a systematic approach to identify your client's needs, or do you find yourself asking random questions to get started? If it's a repeat client, do you find yourself saying, "Same thing as last time?" or, "I'll go back and start to mix up your color" without taking time to identify if the client wants the same haircut and/or same color. During your consultation, are you identifying your clients at-home care needs and identify if they are satisfied with the products they're currently using?

RATE YOURSELF: ★ ★ ★ ★ ★ ★

WORKSHEET

Rockstar Retail

Do you have a systematic approach to recommend follow-up home care product to your clients, every single client, and all the time with consistency? Or, do you wait for your client to ask about products? Do you manage your client’s pocket book and assume they can’t afford products? Do you forget, or do you find yourself running late and not having time to educate your client on proper home care. Are you fearful of your client saying the dreaded “no” or that the client will get sticker shock and not return?

RATE YOURSELF: ★★ ★ ★★ ★

Time Management

Do you manage your time with your clients effectively? Or, are you a victim of circumstances? Are you always running behind? Are you cutting corners and not delivering the effective consultations, or skipping the wow factor to your service? Find yourself running behind and not educating your client on proper home care products? Do you find yourself complaining, “I have NO money?”

RATE YOURSELF: ★★ ★ ★★ ★

Taking Control of Your Destiny

Are you controlling your financial destiny, or are you allowing your clients to dictate your financial destiny? Do you rebook your clients for their next appointment consistently every time, all the time? Do you have a system in place to regularly ask your clients to return and invite their friends and family members to the salon? Or, do you sit back and hope and pray they will come back? Or, that new customers will just show up? Do you take the “build it and they will come” approach?

RATE YOURSELF: ★★ ★ ★★ ★

Hit the Target

Do you set goals? Do you track your business? Do you understand your numbers? Do you know your ultimate financial destination? Do you track your numbers/business daily, weekly, monthly or even yearly? How many clients do you service a day? Do you know your daily sales totals? Do you know what your average service and/or retail ticket really means? Do you know how much money you need to earn to live the lifestyle you want?

RATE YOURSELF: ★★ ★ ★★ ★

Education

Do you seek out ways to grow professionally? Do you participate in outside education for inspiration; fine tune your technical skills, and/or how to grow your business? Or, do you take the attitude, “I have my license and I don’t need to continue to grow?”

RATE YOURSELF: ★★ ★ ★★ ★

Total up your personal score and place here _____

WORKSHEET

Six-Figure Traits

- Look like a Six-Figure Technician
- Keep it Professional
- Build Relationships
- Six-Figure Work Habits

Dress for Success

IMAGE #1



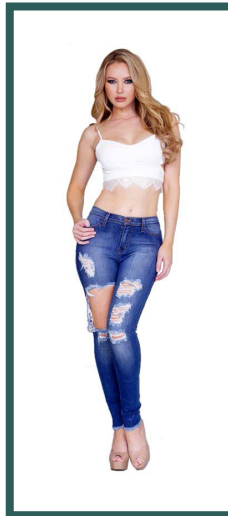
YES
 NO

IMAGE #2



YES
 NO

IMAGE #3



YES
 NO

IMAGE #4



YES
 NO

IMAGE #5



YES
 NO

Notes

WORKSHEET

Keep it Professional

- Communication
- Social media
- Avoid drama
- Avoid gossip
- Charge professional prices

Build Relationships

“Business is all about relationships...how well you build them determines how well they build your business” – Brad Sugars

Six-Figure Work Traits – Punctual, Prepared, Present

Home-Play

- ✓ Listen to the 5 Steps To Rockstar Results CD
- ✓ Identify 3 of the most important personal takeaways from listening to the CD tracks
- ✓ Complete the Six-Figure Assessment
- ✓ Send in the check in sheet and Home-Play 24 hours before the scheduled group coaching call

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WORKSHEET

Communication

MODULE 8

WORKSHEET

Objectives

- Review the true meaning of communication and discover the impact it plays in our success
- Discover 4 steps for acquiring good communication with co-workers, clients, and salon/spa owners/managers
- Discover how` each individual feels appreciated and valued
- Review 4 steps to resolving conflict

Communication

“Communication - the human connection is the key to personal and career success.”

What does the above quote mean to you?

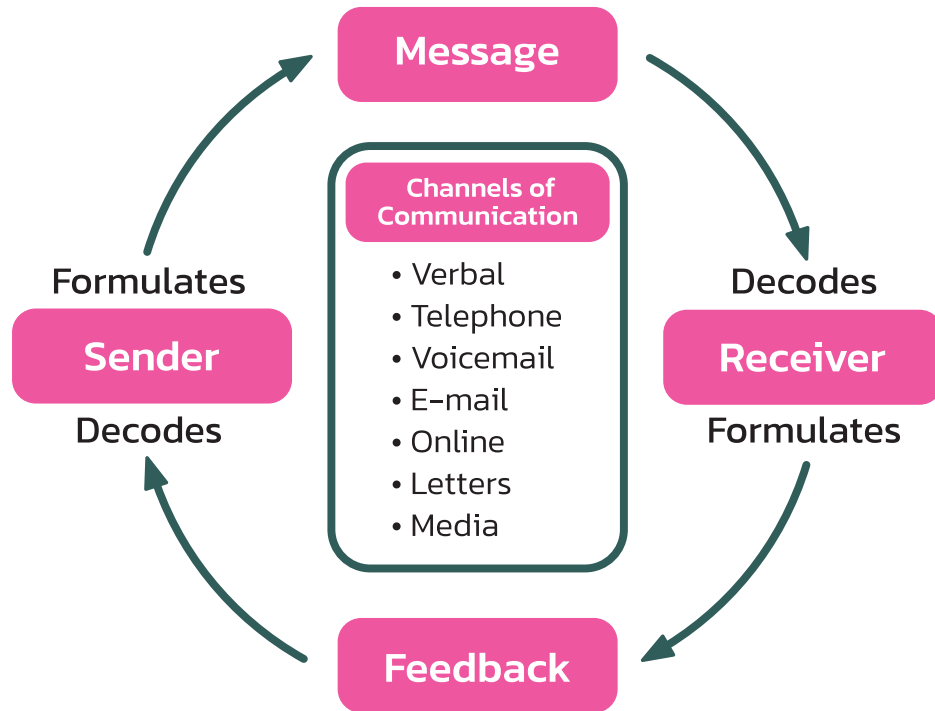
Communication is KEY to your SUCCESS!

1. Exchange information between individuals, or groups of people
2. It allows us to convey our thoughts, intentions, and objectives

Who do you communicate with daily in the salon/spa?

WORKSHEET

Communication Cycle



What Gets in Our Way?

1. Senders message is not clear
2. Sender is sending mixed messages
3. Receiver is not decoding message properly
4. Receiver is not listening
5. Other distractions or communication barriers

Steps for Acquiring Good Communication Skills

1. _____
2. _____
3. _____
4. _____

WORKSHEET

How Do You Feel Appreciated?

Another component of communication and relationship building is how each individual person communicates and feels valued.

Question:

On a scale from 0–10, how much appreciation do you feel from your supervisor?
How about your co-workers?

Supervisor _____

Co-Workers _____

The 5 Love Languages

Quality Time

- Quality face time
- Eye contact
- Being 100% present
- Finding time
- Showing up

Gifts

- Deliver something that shows you're thinking of that person
- Thank you or birthday card
- Complimentary sample products for a customer
- Something thoughtful!

WORKSHEET

Words of Affirmation

- Thank you!
- Job well done!
- You make a difference
- You appreciate their work
- You appreciate their business
- Thank you for being my client

Acts of Service

- It's the little extra's
- Stress relieving treatment during their shampoo
- Touch up their makeup
- Hang their coat
- Give them a hand massage
- Sweep up the floor
- Help clean their station

Physical Touch

- Power of a handshake
- Place you hand on their arm or shoulder
- Longer massage during shampoo
- Hand massage

WORKSHEET

Conflict Resolve

Question:

Have you experienced conflict? Yes No

With who? _____

What was it over? _____

How did you find resolve? _____

Step 1:

Understand the Issue

- Talk
- Schedule a meeting
- Be prepared
- Have a clear message
- Share specifics
- Discuss impact
- LISTEN

Step 2:

Set a Vision

- Don't jump ahead and fix the problem
- Set a clear vision for both parties
- Working together to come to a common vision

WORKSHEET

Step 3:

Explore Alternatives

Discuss how will you get there...

- "What ideas do you have to prevent this in the future?"
- "How can I help?"
- "What needs to be done?"

Step 4:

Agree to Take Action

- Set action steps
- Set a follow-up

Conflict resolve helpful tips:

Home-Play

- ✓ Complete the love language self-assessment and discover your love language: <https://www.5lovelanguages.com/quizzes/>
- ✓ Practice using the 4 steps to effective communication daily with co-workers, clients and your manager/owner.
- ✓ Practice using the 4 steps to conflict resolve with co-workers, clients, managers and in your own personal lives.

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WORKSHEET

Take Inventory Of Your Numbers

MODULE 9

WORKSHEET

Objectives

- Review your numbers
- Story of your numbers
- Identify your financial goals
- Identify your desired paycheck
- Identify what's getting in your way
- How to stay inspired and avoid burnout

Your Numbers

Let's begin with your basic numbers using the Average Ticket Tool.

Follow the steps below to find out your average ticket:

Step 1) Entering the Information:

Total Service Dollars

(Enter the TOTAL amount spent in the salon/spa on SERVICES for the week in this box)

Total Retail Dollars

(Enter the TOTAL amount spent in the salon/spa on RETAIL for the week in this box)

Total # of Clients

(Enter the TOTAL # of clients who visited the salon/spa for the week in this box)

Step 2) Calculations Below:

Average Service Ticket:

Average Retail Ticket:

Current Projections:

Total Average Ticket	# of Clients Per Week	Total Service Sales Per Week	Total Retail Sales Per Week	Total Sales Per Year
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

WORKSHEET**What Were You Producing**

Before you took instant income weekly on average in:

Service dollars: \$ _____

Retail dollars: \$ _____

Client Count

What was your:

Average service ticket (service dollars/client count): \$ _____

Average retail ticket (retail dollars/client count): \$ _____

Where Are You Currently?

Service dollars: \$ _____

Retail dollars: \$ _____

Client count: \$ _____

What Is Your...

Average service ticket: \$ _____

Average retail ticket: \$ _____

Story of Your Numbers

After comparing your numbers did you see an increase? YES NO

Are you seeing more customers each week? YES NO

Did your service dollars per week increase? YES NO

Did your retail dollars per week increase? YES NO

WORKSHEET

What's Holding You Back?

If you didn't see an improvement, then what's holding you back?

RATE YOURSELF 1-5: 1=Does Not Apply, 5=Always Applies

Lack of motivation? Do you find yourself losing motivation after a few days of implementing systems into your daily routine? _____

Not completing your daily goal setting and daily tracking sheets? _____

Not being committed to your overall goals and the action steps necessary to meet your goals? _____

Are you fearful? Do you find yourself living in fear of failure? _____

Fear of trying on the new systems you learned earlier? _____

Fearful of what others might say or think? _____

Do you need more education on how to meet your goals? _____

"Every activity worth doing has a learning curve"

What Are Your Goals

This is a new day, and here is your opportunity to identify exactly what your goals are NOW!

What kind of paycheck do you want? _____

WORKSHEET

Rockstar Average Ticket Productivity Tool

Salon Name/Technician Name				
Follow the steps below to find out your average ticket:				
Step 1) ENTERING THE INFORMATION:				
TOTAL SERVICE DOLLARS	\$2,000.00	(enter the TOTAL amount spent in the salon/spa on SERVICES for the week in this box)		
TOTAL RETAIL DOLLARS	\$125.00	(enter the TOTAL amount spent in the salon/spa on RETAIL for the week in this box)		
TOTAL # OF CLIENTS	25	(enter the TOTAL # of clients who visited the salon/spa for the week in this box)		
Step 2) CALCULATIONS BELOW:				
AVERAGE SERVICE TICKET:	\$80.00			
AVERAGE RETAIL TICKET:	\$5.00			
CURRENT PROJECTIONS:				
TOTAL AVERAGE TICKET	# OF CLIENTS PER WEEK	TOTAL SERVICE SALES PER WEEK	TOTAL RETAIL SALES PER WEEK	TOTAL SALES PER YEAR
\$85.00	25	\$2,000.00	\$125.00	\$110,500.00
Step 3) INCREASED AVERAGE "SERVICE TICKET" PROJECTIONS:				
Below are the sales projections for your salon, if you were to increase your current average ticket!				
AVERAGE SERVICE TICKET	# OF CLIENTS PER WEEK	TOTAL SERVICE SALES PER WEEK	TOTAL SERVICE SALES PER YEAR	SERVICE SALES **INCREASE**
\$10.00 Increase below				
\$90.00	25	\$2,250.00	\$117,000.00	\$13,000.00
\$15.00 Increase below				
\$95.00	25	\$2,375.00	\$123,500.00	\$19,500.00
\$25.00 Increase below				
\$105.00	25	\$2,625.00	\$136,500.00	\$32,500.00
Step 4) INCREASED AVERAGE "RETAIL TICKET" PROJECTIONS:				
Below are the sales projections for your salon, if you were to increase your current average ticket!				
AVERAGE RETAIL TICKET	# OF CLIENTS PER WEEK	TOTAL RETAIL SALES PER WEEK	TOTAL RETAIL SALES PER YEAR	RETAIL SALES **INCREASE**
\$1.00 Increase below				
\$6.00	25	\$150.00	\$7,800.00	\$1,300.00
\$3.00 Increase below				
\$8.00	25	\$200.00	\$10,400.00	\$3,900.00
\$5.00 Increase below				
\$10.00	25	\$250.00	\$13,000.00	\$6,500.00

WORKSHEET

Personal Budget

Budgeting is the process of creating a plan to spend your money. Creating this spending plan allows you to determine in advance whether you have enough money to do the things you need to do or would like to do.

“A budget is telling your money where to go instead of wondering where it went.”

Personal Budget			
Income Sources		Amount	
Wages or Salary			
Bonuses			
Dividends and Interest			
Child Support			
Alimony			
Rents			
Royalties			
Fees			
Commissions			
Tips			
Other:			
Misc:			
Total Income			0
Expenses		Amount	
Auto, Loan			0
Auto, Gas			0
Auto, Repairs & Maintenance			
Banking, Check Services			0
Beauty/Barber/Nail services			0
Cable TV			
Child Care			
Clothing			0
Contributions, Church or Tithe			
Contributions, Other			
Computer Hardware and Software			
Continuing Education Tuition			0
Continuing Education, Books/Supplies			
Credit Card Payments			0
Doctors and Dentists			
Entertainment Expenses			
Gambling			
Gifts/Birthdays/etc.			0
Groceries			0
Household Expenses			0
Expenses		Amount	
Insurance, Auto			0
Insurance, Health			
Insurance, Homeowners/Renters			
Insurance, Life			0
Magazines, Newspapers, Books			
Membership (Clubs and Organizations)			
Mortgage or Rent			0
Personal/Student Loans			
Second Mortgage Payment			
Self Improvement			
Sporting Equipment			
Taxes, Income (Federal, State, City)			0
Taxes, Property			
Taxes, Social Security			
Telephone (Local/Long Distance)			
Textbooks, School Supplies			
Tobacco/Candy			
Utilities (Gas/Electricity/Water)			
Vacations			0
Total Expenses			0
Savings Plans		Amount	
Annuities			
Certificates of Deposit			
Savings Accounts			0
Savings Bonds			
Retirement Accounts			
Other			
Total Savings Plans			0
Summary of Your Personal Budget		Amount	
Total Income			0
Less: Total Expenses			0
Total Available for Savings			0
Less: Total Savings			0
Equals: Within/Not Within Budget			0

WORKSHEET

From Burnout to Inspired

KEY - Stay committed and consistent and you will achieve your goals!

1. Entrench yourself with your goals

2. Revisit your past successes

3. Find inspiration in someone else

4. Try on a new approach

5. Psych yourself up

WORKSHEET

Home-Play

- ✓ Identify what kind of paycheck you want
- ✓ Complete the Average Ticket Tool
 - Identify how many clients you want to see this week
 - Based off your paycheck goal identify your service goal
 - Calculate your average service ticket
 - Set a retail goal
 - Calculate your average retail ticket
 - Calculate your total average ticket
 - Create your projections, what is possible
- ✓ Complete your Personal Budget Tool
- ✓ Track your numbers for the entire week

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WORKSHEET

Rock Solid Rebooking

MODULE 10

WORKSHEET

Objectives

- Pulse Check
- Take Control of Your Books
- Marketing Tools

“Many service providers don’t encourage their clients to rebook. They think the client will come back when they are ready. While that may be true, it’s more likely the client will not return as often as they should.”

What does the above statement mean to you?

Pulse Check

Are you utilizing the rebooking script you learned in Instant Income?

YES NO

When your customers leave the salon/spa are you taking control of your books and asking them to rebook before they leave the salon/spa?

YES NO

Are you leaving it up to chance that he/she will return to you and the salon/spa?

YES NO

Rebooking Script

(Clients name) let’s book your next appointment.

Sally recommend your next appointment is in four weeks?

Which is better, the beginning or the end of the week?

Would Tuesday or Wednesday work for you?

Which is better, morning or afternoons?

I have a ____ *(am/pm)* will that work for you?

Great, we will see you ____ *(day/date)* at *(time)*, let me get you a reminder card.

WORKSHEET

Pulse Check

What percent of your current business is rebooking? _____%

Rebooking Benefits

- Take control of your books
- You are the professional
- Provide outstanding customer service
- Make additional service recommendations

Benefits of Using a Rebooking Script

1. Helps you have a consistent approach for asking your clients to rebook before they leave the salon/spa.
2. It confirms that you are a professional and your job is to service your client's needs.

Overcoming the Fear of "No!"

First of all, the word "NO" is just part of life! Whether it's in our personal lives or in our professional lives.

Maybe you have asked a friend if they wanted to go do something at the end of the work day and they say "NO."

OR

You were personally shopping, and the store sales person asked you if they could help you find anything, and you answered "NO."

OR

You're out to dinner and your server provider asked you if you wanted any desert at the end of your meal. You responded "No, thank you."

WORKSHEET

Turn Ratio Worksheet

Turn Ratio is a way to show you what is possible if your client increased the number of visits per year. Turn Ratio is the amount of times our client will visit you in the salon/spa in one year.

Turn Ratio Averages

The average number of times a client will visit the salon/spa per year.

- Hair Customers = 8 times per year
- Nail Customers = 12 times per year
- Esthetic/Massage Customers = 6 times per year

Turn Ratio Calculations

- Number weekly customers _____
- Total client base _____
- Customer visits per year _____
- Avg. weekly service ticket _____
- Projected yearly sales _____
- Customer visit increase _____
- New yearly sales _____
- Projected sales increase _____

STEP 1: Fill in the blank with the average number of customers you see in one week.

STEP 2: For line two, multiple your weekly average clients by 6. Six represents a in which you would see approximately all your client base. Nail Techs would use 4, Estheticians and Massage use 8.

STEP 3: Multiply line two by 8. The industry average for customer turn ratio Nail Techs use 12; Esth & Massage use 6.

STEP 4: Fill in the blank with the dollar amount for your average weekly service ticket (we discussed the average ticket last week in Module #2).

STEP 5: Multiply your current average service ticket by line 3. This will equal how much you earn in one year off your current client base.

STEP 6: Now let's see what happens with one more visit per year.

STEP 7: For line six, multiply line 2 (average weekly clients) by 9. One extra turn per year. Nail Techs – 13; Esth & Massage – 7.

STEP 8: Multiply line 6 by your current average service ticket.

STEP 9: Subtract line 5 from line 7 = this equals your yearly sales increase by having the client visit one more time per year.

AMY INSERT A BLANK YOUR TURN RATIO TOOL HERE

WORKSHEET

Marketing Tools

Pre-Book Script

"(Clients name), (service providers name) needs to see you in ____ weeks that is (date/day). What time of day do you prefer morning or afternoon? Afternoon. Great, he/she has ____ or ____ available which would work best for you? (Client name) we have you scheduled for (date/day) with (service provider). Is there anything else I can support you with today? We look forward to serving you."

(Stylist name) recommends you to book your next appointment in five weeks that falls on (date). What is the best day of the week and/or best time of day for you? And what services would you like to have done on that day? We have a (give available appointment date, day and time) available, will that work for you? Great! We will schedule you for a (service(s) to be received) on (date) at (time).

Customer Cancels Appointment Call Back Script

Customer cancel appointment call backs:

If he/she answers:

"Hello (first name), this is (your name) from (your salon name)! I noticed it has been six weeks since your last (cut/color/wax/appointment etc.), and I am looking forward to seeing you again soon! I have an appointment available on (give dates/times) and would love to see you. Can I help you schedule that now?"

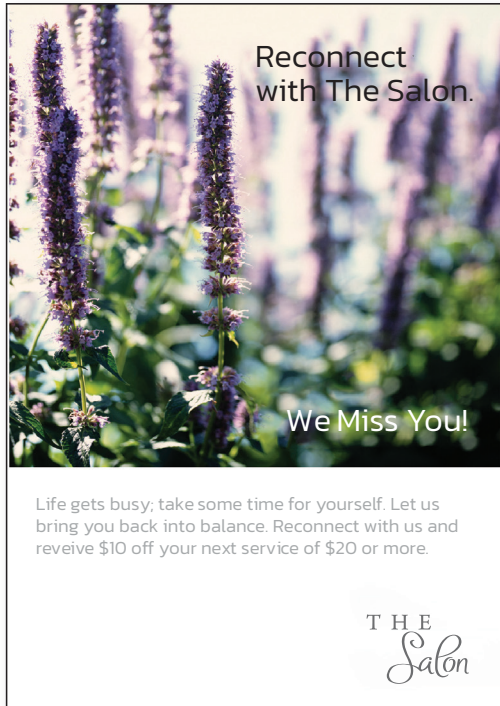
If leaving a message:

"Hello (first name), this is (your name) from (your salon name)! I noticed it has been six weeks since your last (cut/color/wax/appointment etc.), and I am looking forward to seeing you again soon! I have an appointment available on (give dates/times) and would love to see you. Please call us back so the front desk can take care of you"

WORKSHEET

We Miss You!

(Postcard)



Think Technology

Staying connected with salon/spa clients just got easier!

Salon/Spa Software

Online booking, customer communications, promotions, etc.

WORKSHEET

Salon/Spa Booking Apps

For smaller salons or booths try a great salon/spa booking app

Rebooking Mistakes

- Don't wait until the end of the appointment to discuss rebooking
- Don't decide for your customer
- Don't advise customer that your books are wide open!
- Don't leave it open to chance
- Don't wing it!

Home-Play

- ✓ Print off the rebooking script and follow the script to rebook each customer you see this week.
- ✓ Spend some time reviewing the Turn Ratio Tool and identify where you want to be with your rebooking rate.
- ✓ Create a plan of action around what tools will you use to follow up with customers if they didn't rebook. Maybe you'll use some of the traditional marketing tools we discussed or maybe you'll look into incorporating some rebooking software

Six Figure Tribe

WORKSHEET

Client Retention

MODULE 11

WORKSHEET

Objectives

- Identify the value of customer retention
- Discover the price of losing a customer
- Review the retention cycle
- Discover why customers leave
- Review how to wow customers
- First-time customer follow-up

Customer retention is the act of keeping current customers that you have already serviced or acquired.

Pulse Check

1. What percentage of customers do you lose, on average, in a given year?
 _____% Don't know
2. Do you have a program or system for managing customer retention?
 Yes No Don't know
3. Do you have a method or system for identifying systemic breakdowns in customer service?
 Yes No Don't know
4. Can you measure the dollar cost of a lost customer?
 Yes No Don't know
5. Do you do any lost customer analysis?
 Yes No Don't know

6. Have your quality initiatives focused on any customer loyalty or retention project?

WORKSHEET

Customer Retention Cycle

Step #1:
Acquire



Pulse Check

Review your numbers and identify your first-time customer retention rate.

Write that number here: _____

Retention Benchmark – New Customer Retention: _____

Step #2:
Service



"Customer Service Begins When You EXCEED Your Guests Expectations"

WORKSHEET

Service Recap

Technical Skills/Customer Service Skills

- Minimum expectations
- Exceeding expectations
- Wow customers

How are you currently exceeding your customers' expectations from the moment they enter the salon/spa until they leave? What are you doing?

Retention Rate

Existing Client Retention Rate – gather your current retention rate for your existing customers.

Write that number here _____

Retention Benchmark – Existing Customers _____

Why Do We Lose Customers?

Write down 5 reasons why you feel your customers aren't returning.

1. _____
2. _____
3. _____
4. _____
5. _____

WORKSHEET

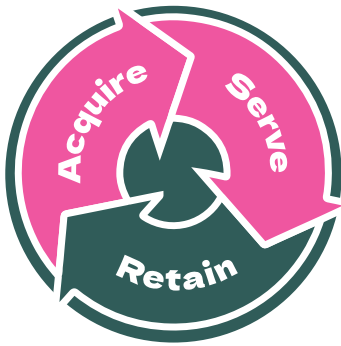
5 Reasons Customers Leave

- Pass away
- Move
- Lured by your competitor
- Dislike for your service/product
- Indifference

Step #3:

Retain - *Removing the reason why customers leave*

Indifference



Exceed Customers Expectations

Going above and beyond your customers minimum expectations

WORKSHEET

Customize Your Service Experience

- Make each customers experience unique to them!
- How can you customize your customers experience?
- What makes your service(s) unique?
- How can you make customers feel special?
- How can you validate them?

Be Easy to Deal With

Create a hassle-free experience for your customers

Put Customers First

Be present!

WORKSHEET

Exceed Customers Expectations Worksheet

Minimum Expectation	Exceeds Expectations
Service/Process:	Service/Process:

WORKSHEET

Resolve Conflict

How you handle conflict or challenges matters!

#1: Accept Ownership

#2: Apologize

#3: Find a Solution

#4: Follow-Up

WORKSHEET

Effective Communication

- Ask open-ended questions
- Use effective listening
- Make eye contact
- Use positive body language
- Jot down important items for reference point

Non-Verbal Communications

This is a BIG one! Your body has a language of its own and your customers can read what you have to say.

What Else?

- First-time customer surveys
- New customer call backs
- Thank you cards

Notes:

WORKSHEET

Home-Play

- ✓ Identify how you can exceed your customer's expectations. Add additional items to your exceed column on your Minimum vs. Exceeds Worksheet
- ✓ This week exceed every customer's expectations
- ✓ Identify why you might be losing customers. Identify why your retention rate isn't where you want it to be. Remember, 68% of customers do not return because their service provider didn't make them feel important
- ✓ Identify how you are going to stay in touch with your first-time customers. Will you send out a follow-up survey? Make follow-up phone calls? Send out a hand written thank you note? What else?

Six Figure Tribe

WORKSHEET

Charge Your Worth

MODULE 12

WORKSHEET

Objectives

- Discover what is getting in your way of making money
- Charge your worth
- Charge the correct price with every guest every time
- Identify your personal stretch projection goal to increase revenue
- Identify your productivity value and how it affects your revenue

*“Financial management is at the heart of any business.
It is one area that can help drive it forward?”*

What are my limiting money beliefs?

The Money Questions

- What was the feeling about money like in the home where you grew up?
- What was the feeling like about spending money?
- What was the feeling like about saving money?
- What was the feeling like about giving money away?
- What’s your earliest money memory?
- What messages did your mother pass down to you about money? *(Note: messages are different than lessons like how to balance a checkbook.)*
- What messages did your father pass down to you about money?
- Do you remember hearing your parents talk about (or fight about) money?
- Growing up, did you have more than/less than/about the same as your peers?

WORKSHEET

What new relationship do I want to create with money?

7 Ways to Transform Your Relationship With Money

1. Forgive Your Past

2. Change Your Story

3. Open Your Mind To Infinite Possibilities

WORKSHEET

4. Practice Gratitude

5. Create Space

6. Know Your Worth

7. Take Small Steps To Cultivate The Feeling Of Abundance

WORKSHEET

Notes:

Projection or Forecasting

What is your projected growth for this year to the next?

Step 1: **Projection - Previous Actual Dollars**

Previous Actual	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Hair													\$ -
Nails													\$ -
Facials													\$ -
Massage													\$ -
Body Wax													\$ -
Face Wax													\$ -
Makeup													\$ -
													\$ -
													\$ -
													\$ -
Service Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Gift Certificate													\$ -
Other Sales													\$ -
Retail Sales	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Monthly Income	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Redeemed GC's													\$ -
Grand Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Quarterly Totals			\$0.00			\$0.00			\$0.00			\$0.00	

WORKSHEET

Step 2:

Projection - Track Current Actual Dollars

Current Actual	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Hair													\$ -
Nails													\$ -
Facials													\$ -
Massage													\$ -
Body Wax													\$ -
Face Wax													\$ -
Makeup													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
Service Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Gift Certificate													\$ -
Other Sales													\$ -
Retail Sales	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Monthly Income	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Redeemed GC's													\$ -
Budget Grand Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Quarterly Totals			\$0.00			\$0.00			\$0.00			\$0.00	

Step 3:

Projection - Identify % Increased Projection

Increase %	15.00%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
15% Increase Projections														
Hair														\$ -
Nails														\$ -
Facials														\$ -
Massage														\$ -
Body Wax														\$ -
Face Wax														\$ -
Makeup														\$ -
														\$ -
														\$ -
														\$ -
														\$ -
														\$ -
														\$ -
Service Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Gift Certificate														\$ -
Other sales														\$ -
Retail Sales	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Monthly Income	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Redeemed GC's														\$ -
Budget Grand Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Quarterly Totals			\$0.00			\$0.00			\$0.00			\$0.00		\$0.00

WORKSHEET

Step 4: **Projection - Calculate Actual Dollar Growth**

Actual Growth	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Hair													\$ -
Nails													\$ -
Facials													\$ -
Massage													\$ -
Body Wax													\$ -
Face Wax													\$ -
Makeup													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
Service Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Gift Certificate													\$ -
Other sales													\$ -
Retail Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Monthly Income	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Quarterly Totals			\$0.00			\$0.00			\$0.00			\$0.00	

Step 5: **Projection - Calculate Percent Growth**

Percent Growth	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Hair													\$ -
Nails													\$ -
Facials													\$ -
Massage													\$ -
Body Wax													\$ -
Face Wax													\$ -
Makeup													\$ -
													\$ -
													\$ -
													\$ -
													\$ -
Service Total	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Gift Certificate													\$ -
Other sales													\$ -
Retail Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Monthly Income	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Quarterly Totals			\$0.00			\$0.00			\$0.00			\$0.00	

"Plan your work for today and every day, then work your plan."

WORKSHEET

Productivity

Productivity Game

Identify if the images represent a salon/spa that is productive:

Image 1: Yes No

Image 2: Yes No

Image 3: Yes No

Image 4: Yes No

Image 5: Yes No

Image 6: Yes No

Image 7: Yes No

Image 8: Yes No

How many hours are your stations/treatment rooms sitting empty? _____

WORKSHEET

Productivity Formula

Step 1:

Enter the information on the form

Salon Name / Technician Name					
Follow the steps below to find out your salon's productivity:					
Step 1) ENTERING THE INFORMATION:					
(for each stylist, enter Stylist Name, Available Hours Per Week, Client Count, Average Minutes Per Service & Total Service Sales for "this week" ONLY.)					
ENTER EVERYONE WHO CAN TAKE AN APPOINTMENT & ONLY INCLUDE "SERVICE SALES"					
<u>STYLIST NAME</u>	<u>AVAILABLE HOURS</u> <u>PER WEEK</u>	<u>CLIENT</u> <u>COUNT</u>	<u>AVERAGE</u> <u>MINUTES PER</u> <u>SERVICE</u>	<u>TOTAL SERVICE</u> <u>SALES</u>	<u>STYLIST</u> <u>PRODUCTIVITY %</u>
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
	0	0	0	\$0.00	
# of Technicians Entered Above	<input style="width: 100px; border: 1px solid black;" type="text" value="0"/>				

WORKSHEET

Step 2:

Enter 1 for Technician - Total available hours - Total booked hours - Total service sales

Step 2) CALCULATIONS BELOW:			
TOTAL AVAILABLE HOURS:		0	
TOTAL BOOKED HOURS:		\$0.00	
TOTAL SERVICE SALES:		\$0.00	
SALON PRODUCTIVITY:		0%	
CURRENT STATISTICS:			
	SERVICE SALES PER	SERVICE SALES PER	SERVICE SALES PER
SALON PRODUCTIVITY %	HOUR	WEEK	YEAR (52 WKS)
0%	\$0.00	\$0.00	\$0.00

Step 3:

Increased productivity projections

Step 3) INCREASED PRODUCTIVITY PROJECTIONS:					
<i>Below are the sales projections for your salon, if you were to increase your current productivity</i>					
SALON PRODUCTIVITY %	SERVICE SALES PER HOUR	SERVICE SALES PER WEEK		SERVICE SALES PER YEAR (52 WKS)	SERVICE SALES **INCREASE**
5% Increase below					
5%	\$0.00	\$0.00		\$0.00	\$0.00
10% Increase below					
10%	\$0.00	\$0.00		\$0.00	\$0.00
15% Increase below					
15%	\$0.00	\$0.00		\$0.00	\$0.00

WORKSHEET

Your Productivity – Think Outside the Box

"Empty Station = Lost Income"

Increase Productivity - Think Outside the Box

Scheduling

Hours of Work

Upselling

Referrals

Home-Play

- ✓ Recreate your money energy
- ✓ Charge your worth and correct pricing with every client every time
- ✓ Complete your goal projection sheet
- ✓ Complete your productivity sheet
- ✓ Identify necessary action steps to increase your personal productivity
- ✓ Send in your check in sheet

Six Figure Tribe

WORKSHEET

Service Pricing

MODULE 13

WORKSHEET

Objectives

- Review how to correctly price your salon/spa services
- Discover the price increase formula
- Discuss the importance of cost of living increase and the effects it has on your prices
- Identify the balancing act of supply and demand
- How to effectively communicate with customers that a service price increase

Pricing – How to Price it Right!

Pricing Assessment:

- Q1.** Do you know your current price structure? Yes No
- Q2.** Did you use a formula to calculate your current prices? Yes No
- Q3.** When formulating your prices do you look at your competitors price structure? Yes No
- Q4.** Are you guilty of undercharging your customers for services? Yes No
- Q5.** Do you raise your prices yearly? Yes No

Notes:

WORKSHEET

No-Fuss Pricing Formula

Base Price Formula

- Tells you what you need to charge each customer, to stay in business.
- The Base Price is the price you charge for the most commonly purchased services.

Base Price Worksheet

Follow the steps below to find out your base price:

Step 1) ENTERING THE INFORMATION:

Line 1) **TOTAL MONTHLY EXPENSES** \$ _____
 (enter ALL your monthly expenses together on this line)

Line 2) **PROJECTED MONTHLY PROFIT** \$ _____
 (enter the amount of profit you WANT to make each month on this line)

Line 3) **# OF MONTHLY CLIENT VISITS** \$ _____
 (take the "# of technicians" you have, multiply by the "# of clients" each one can service in a month, and put the answer on this line)

Step 2) CALCULATING THE INFORMATION:

Line 4) **TOTAL PROJECTED GROSS SALES** \$ _____
 (take the "Total Monthly Expenses" (line 1) and ADD to the "Projected Monthly Profit" (line 2) and put the answer on this line)

Line 5) **RECOMMENDED BASE PRICE** \$ _____
 (take "Total Projected Gross Sales" (line 4) and divide by the "# of monthly client visits" (line 3) and put the answer here.

Understanding the Information

Current prices are below your "Recommend Base Price"

= You should consider an immediate price increase

WORKSHEET

Cost of Living Increase

Cost of doing business increase 3%

Supply and Demand

Demand refers to how much (quantity) of a product or service is desired by buyers. The quantity demanded is the amount of a product people are willing to buy at a certain price; the relationship between price and quantity demanded is known as the demand relationship. Supply represents how much the market can offer.

"If you have clients lining up outside your salon, chomping at the bit for an appointment, now is the time to raise your prices."

How in demand activity: review your appointment books for the next three months.

How booked are you? _____

When is your first available appointment? _____

In Demand Formula

A good rule of thumb is when you are consistently booked 80% or more over a two to three-month period. Your demand is greater than your supply.

WORKSHEET

Booking Goals

% of Request Business

% Repeat Business

% Referrals

Customer Notification of Price Increase

"Psst...Our Prices are Going Up!"

In-salon/spa signage

- Place signage at stations or treatment rooms
- "I have been promoted"
- List new prices
- List effective date

Notify customers via email or mail

- "I have been promoted"
- List new prices
- List effective date

WORKSHEET

Price Increase Script

Client: Did the prices go up?

Salon/Spa: Yes, as a matter of fact your technician was promoted and their prices have increased.

Client: Well, I wasn't prepared to spend _____ more today!

Client: I can't afford to pay _____ more today!

Salon/Spa: I understand, what I will do today is honor the old pricing structure. On your next visit you will be at the new prices. Will that work for you? *(If yes, close out the ticket. If no, and they indicate they won't be back see below.)*

If NO: *(Client name)* we would hate to see that happen, we value your business very much and would hate to lose you as a customer! What I can offer you is another technician. *(Name)* can provide you with amazing service at the old pricing. May I also remind you that with every new client you refer to the salon, you will earn *(dollar amount)* in rewards to be used on the service of your choice! Would that work for you *(if yes, book accordingly and if no, see below)*

If NO: *(Client name)* I understand and respect your choice. Should you change your mind, please contact me directly and I will personally make sure you get the perfect service provider. Thank you.

If "WHY?":

We raise our prices to stay competitive.

We raise our prices to remain profitable; and develop staff loyalty

We raise prices because the cost of living is rising.

We raise our prices because we invest a lot of time and money educating ourselves on the best practices, the best services, the finest techniques.

WORKSHEET**Front Desk Coordinators must have a script to follow**

Create your own script:

Home-Play

- ✓ Complete the Base Price Worksheet and know the story of your numbers
- ✓ Look ahead at your books over the next three months. What is the story of your books?
- ✓ Set some clear bench marks around price increases
- ✓ Set goals for staff and hold them accountable to track
- ✓ Create a signage template that you will use for all price increases in the salon
- ✓ Create a letter template that will be used for all price increases
- ✓ Create a Front Desk Coordinator script to assist them in communicating price increases

Six Figure Tribe

WORKSHEET

Marketing Guru

MODULE 14

WORKSHEET

Objectives

- Review the true meaning of marketing
- Discover new marketing approaches
- Identify your target audience
- Discuss what's HOT now in marketing
- Create a marketing schedule for your business

"The Best Marketing is Education"

But Really, What is Marketing?

- Marketing keeps customers engaged
- Marketing helps sell your services and or products
- Marketing secures your current customers and new customers

Marketing Assessment

- Q1.** Do you currently have a marketing strategy in place? Yes No
- Q2.** Does your salon/spa have a website? Yes No
- Q3.** Do you use social media to promote your business/services? Yes No
- Q4.** Do you send out monthly emails or newsletters? Yes No
- Q5.** If you have a social media profile do you share content on a regular basis? Yes No

WORKSHEET**Today's Marketing**

The way we approach business today has changed over the years. This includes how we market.

Think Outside the Box Marketing**Social Media Platforms**

- Facebook
- Instagram
- Pinterest
- Twitter
- LinkedIn
- YouTube

Facebook

- 79% of adults use Facebook
- Woman users = 79%
- 18 – 29 years old = 88%
- Urban and rural located users

Instagram

- Woman users = 38%
- 18 – 29 years old = 59%
- Urban located users

LinkedIn

- Men users = 31%
- 18 – 29 years old = 43%
- Urban located users

WORKSHEET**Demographic Assessment**

How old is your target customer? _____

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 59-59
- 60-64
- 65 or older

What gender is your target? _____

- Male
- Female
- Both male and female

Which category best describes your target customer's employment status? _____

- Employed, working part-time
- Employed, working full-time
- Student
- Retired

What is your target customer's yearly income? _____

- Less than \$20,000
- \$20,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,000
- \$100,000 or more

Does your target customer have children, or not? _____

- Yes
- No
- May or may not

WORKSHEET

What's HOT Right Now?

Facebook Trends

Facebook trends have increasingly influenced how digital marketers behave, especially in the beauty and wellness industry.

Facebook research shows that Facebook users watch an average of 100 million hours of video each day! Facebook generates 8 billion video views on the average day!

Notes:

Facebook Live Topics

- Host a Q & A
- Teach viewers how to do something
- Conduct a live interview
- Announce a new service or product
- Provide education
- Give a live tour
- Broadcast live events

Notes:

WORKSHEET

Marketing Schedule

- What
- When
- How

What is your focus?

What are you marketing or promoting?

Identify the when...

Date and time?

How?

What form of marketing will you use?

Home-Play

- ✓ Take the time to identify your current areas that are lacking in your marketing strategy
- ✓ Spend some time analyzing your audience, not just current customers, but potential customers. What are their demographics
- ✓ Pick a topic from the Facebook live ideas we discussed. Begin by simply recording a live video. Now, don't rush off and go all Facebook live on me. Baby steps. Create the video and then ask your friends, team members and maybe a few of your favorite clients to review the video. Get feedback, you will want to master the skill before you go live
- ✓ Using the marketing schedule template in your workbook. Create a 3-month schedule. What do you want to focus on, when do you want to push them out to customers, and how will you do it!

Six Figure Tribe

TOOLS

TOOL

Taking Your Pulse

My \$100 Expectations

1. _____
2. _____
3. _____

My Weaknesses

1. _____
2. _____
3. _____

Weaknesses That Will Become Strengths

1. _____
2. _____
3. _____

5 Steps To Consultation

1. _____
2. _____
3. _____
4. _____
5. _____

Actions I Will Take To Improve My Weaknesses

1. _____
2. _____
3. _____



Scripts for Working The Service Cycle

✓ Finding Your Clients' Needs

- When was the last time your _____ was perfect? (Hair/Skin/Nails/Massage)
- What made it perfect at that time?
- What challenges are you currently having?
- If you could change anything about your _____ what would it be?
- What products are you currently using?

Recap: What I heard you say... (Repeat what you heard your client say. Start from top.)

Ask: Would you like my recommendations based on what I am hearing from you today?

TOOL

 **Service Recommendations**

(offer 2 or more up services, to solve their challenges)

- What I recommended is _____ (Talk about the service they are scheduled for and then add on others to solve their challenges; this is service!)
- Why I recommend it is _____ (How it will serve them and their needs?)

Bridge: Would you like my recommendations based on what I am hearing from you today?

 **Retail Introduction**

(once you have agreed on the services to be done today)

Throughout the service today I will be talking to you about the products that I am using and how they will support your _____ at home, when we are finished you can choose what you need. Will that be okay with you?

 **Retail Recommendations – Educating Through the Service**

When providing the service be sure follow through with educating your guest on retail as well as tips and tricks you use to achieve the look. If you use a product, you just need to tell them WHAT it is, WHY your using it, and HOW it will help them at home.

Just pick up the product and say...

- This is WHAT I am using...
- This is WHY I choose to use it on you...
- This is HOW you will use it at home...

 **Close**

At the end of the service put the 3-5 products you used on them on the counter and say;

“These are the products you and I talked about today.”

Recap how to use them (WHAT, WHY, HOW) and let them choose what they want!

[Link to the Rockstar Consultation Audio](#)

TOOL

Communication Charter

Upsets

Go to the person you have an issue with within 24 hours to talk to them or to schedule a time to talk to them.

Coaching

Coaching is done with permission only and always gives the other person the space to say, "no!" To request to be a coach, say, "May I coach you?", And wait for a response before coaching.

Promises/Requests

When making a promise or request always use the X by Y, with a condition for fulfillment formula. (Example: *I request that you call me (X) by 5pm today (Y), and give me the total service and retail sales for the month.*) (Condition for fulfillment.)

Appropriate responses to requests:

- Accept
- Decline
- Counter offer
- Promise to respond by (X) time

Listening

- Listen for the possibility or the unknown in what someone is saying.
- Listen for YOUR listening, what filter are you using?
- Be responsible for who you are being and how you are listening.

Being Your Word

Communicate specifically to the person you gave your word to immediately if you are going to break it.

TOOL

Miss You Postcard



Reconnect
with The Salon.

We Miss You!

THE
Salon

111 North Anytown Square Suite 103
Anytown, IN 12345
123. 123. 1234
www.thesalon.com

Reconnect with us and
receive \$10 off your next
service of \$20 or more.
Make an appointment today!

Expires:

Life gets busy; take some time for yourself. Let us
bring you back into balance. Reconnect with us and
receive \$10 off your next service of \$20 or more.

THE
Salon

TOOL

Turn Ratio Tool

This tool is designed to help you calculate your "turn ratio." The "turn ratio" is the amount of times your current clients will visit you in one year. Currently an industry study states that the average visits per year per client is eight. By using this average as our benchmark we can see how much more income we would achieve by increasing the current "turn ratio." The "turn ratio" calculation tells you your projected increase in income per year with each client visiting you one more time. Follow the steps below to find out your turn ratio income increase:

Step 1: Calculating The Information

LINE 1: Average Weekly Clients _____

(Fill in blank with your average weekly clients, if you do not know what your average weekly clients are, for the purpose of the worksheet you may use the national average of 25)

LINE 2: Total Client Base _____

(Multiply your average weekly clients by 6, six represents a six-week time period in which you would see approximately all your client base)

LINE 3: Projected Client Visits Per Year _____

(Multiply line two by 8 (industry average for customer turn ratio per year)

LINE 4: Average Weekly Service Ticket _____

(Fill in the blank with your average weekly service ticket. If you do not know it for the purpose of this worksheet you may use the industry average of \$25.)

LINE 5: Current Projected Yearly Sales _____

(Multiply your current average service ticket by line three)

Step 2: Calculating One More Time

LINE 6: Client Visits Per Year Increase _____

(Multiply line two by 9 (one extra "turn" per year)

LINE 2: New Projected Yearly Sales _____

(Multiply line six by your current average service ticket)

LINE 3: Projected Sales Increase _____

(Subtract line 5 from line 7 equals your yearly sales increase with your customers visiting just one more time per year!)

Understanding The Information:

The formula above allows seeing how beneficial it is for you to rebook your customers for return visits more often. These calculations were based on your customer visiting you on average eight times per year. Working smarter is making more money with the customers you currently have.

TOOL

New Client Follow-Up/Call Back

"Hi, _____ this is _____ from (Salon/Spa). Do you have a minute?" (If no, ask when you can call back. Write it down and be sure to follow up.)

"Great! It is our intention to make sure that your experience with us is amazing. We just wanted to take a minute and make sure that you were satisfied with the service that you received."

If Yes:

"Great! What did you enjoy the most?"

"Have you rebooked your next service?"

Yes – "We appreciate you and look forward to your next visit. Thank you."

No – "Would you like me to do that for you now?"

(No – "OK, thank you for your time and please call us when you're ready.")

If No:

"I am sorry to hear that you were not satisfied, what can we do to resolve the situation?"

"What I will do is share your concern with my manager, _____ and I will have him/her get back to you by _____. Again, let me reiterate that it is our commitment to make sure that you are 100% satisfied. Thank you so much for your honesty. I will notify my manager immediately."

At this point, fill out a "Client Concern Form" (see Forms Section) and notify the appropriate Manager immediately, giving them the Client Concern Form with the details you have just taken down. The manager will then work to resolve the situation with the client and notify the stylist/esthetician that was involved in the situation.

TOOL

New Guest Postcard

THE
Salon

Thank you for being our guest!



We are **the salon** for you

THE
Salon

555 Salon Street Suite 555 Salontown, US 55455
(555) 565-5555 • thesalon.com

We are excited that you recently made your first visit to The Salon. Our mission is to exceed your expectations and provide consistent quality service with each salon or sprax experience.

We look forward to your next visit.

Bring this card in and receive a complimentary warm wax treatment for your hands during your next service with us. (a \$15 value)

Expires: _____

TOOL

Six Basic Needs of a Client

1. To Be Understood

Those who select your service need to feel they are communicating effectively. This means the messages they send should be interpreted correctly. Emotions of language barriers can get in the way of proper understanding. Be present with your guest.

2. To Feel Welcome

Anyone doing business with you who has a feeling of being an outsider will not return. People need to feel you are happy to see them and that their business is important to you. Have a strong greeting and warm welcoming for all guests.

3. To Feel Important

Create spa day packages or day of beauty packages to celebrate Mother's Day. Gift Certificate or created packages are convenient and provide your salon/spa customers with one stop shopping.

4. To Feel Comfortable

Don't forget Dad...offer services around creating a successful Father's Day. Offer straight razor shaves, skincare gift packages and relaxing massages.

5. To Have The Right Perception Of You And The Salon

Hold mini fashion shows in your salon/spa. Feature latest fashions from local boutiques and hair and makeup.

6. To Feel Like You Are Getting Value For Their Money

Create excitement around those fab new spring/summer nail polishes you have just received. Create promotions to help support your nail business. Be sure to keep your eyes open for mid-month tips on retail success.

Do a Killer Consultation:

Every guest, every time!

TOOL

Announcement for Price Increase

Announcement**(Salon name) Customers****Effective (date)**

We are excited to announce that (stylist) has been promoted to Master Stylist and will have a modest price increase that will go into effect (date).

(Salon name) is growing and expanding as we bring the best in beauty and the latest trends to every client. (Salon name) is committed to continuing education; so that we may continually utilize the latest trends, keeping you at the forefront of the fashion scene.

With the implementation of this promotion to Master Stylist, you will still have the options of other great talented stylist at the creative director level.

Attached you will find details containing this new price structure. Please do not hesitate to contact me with any questions or concerns. Thank you so much for your continued support and loyalty.

Best Regards,

(Salon Manager name)

(Salon name)

TOOL

Price Increase Script

Client: Did the prices go up?

Salon/Spa: Yes, as a matter of fact your technician was promoted and their prices have increased.

Client: Well, I wasn't prepared to spend _____ more today!

Client: I can't afford to pay _____ more today!

Salon/Spa: I understand, what I will do today is honor the old pricing structure. On your next visit you will be at the new prices. Will that work for you? *(If yes, close out the ticket. If no, and they indicate they won't be back see below.)*

If NO: *(Client name)* we would hate to see that happen, we value your business very much and would hate to lose you as a customer! What I can offer you is another technician. *(Name)* can provide you with amazing service at the old pricing. May I also remind you that with every new client you refer to the salon, you will earn *(dollar amount)* in rewards to be used on the service of your choice! Would that work for you *(if yes, book accordingly and if no, see below)*

If NO: *(Client name)* I understand and respect your choice. Should you change your mind, please contact me directly and I will personally make sure you get the perfect service provider. Thank you.

If "WHY?":

We raise our prices to stay competitive.

We raise our prices to remain profitable; and develop staff loyalty

We raise prices because the cost of living is rising.

We raise our prices because we invest a lot of time and money educating ourselves on the best practices, the best services, the finest techniques.

TOOL

Free Service Promotion

