

Advertising/Marketing

Advertising Tracking Form
New Hire Ad Tracking Form
Sample of Now Hiring Ads
Coupon Layouts

Applicant Letters/Procedures

Application Sample
Applicant Turn Down Letter

Budgets

Average Ticket Worksheet
Base Price Budget Worksheet
Inventory Budget Worksheet
Front Desk Budget Worksheet
Quarterly Expense Tracker
Station Treatment Room Worksheet

Business Plan

Mini Business Plan

Certificates

Completion of Basic Assistant Training Program
Advancement Promotion
Year End Recognition

Client Questionnaire & Survey

Client Questionnaire
Mystery Shopper Survey Questionnaire

Confidentiality Agreement

Confidentiality and Education Reimbursement Agreement

Customer Service

Most Common Sales Mistakes
Quality Customer Service Overview
Customer Complaints
Service Cycle Flow Chart
Six Basic Needs
Solutions to Problems

Employee Forms

Managers Weekly Attendance Record
Employee Education Request Form
Employee Resignation Form
Employee Termination Letter
Employee Vacation Request Form
Key Release Form
Plan & Review Form
Quarterly Employee Review Form
Deduction Authorization Form
Technician Weekly Action Planner
Warning Notice

Evaluations

Customer Service Evaluation Form
Employee Self Evaluation Form
Evaluation of Educational Workshop
Evaluation of Technique for Assistants
Internal Employee Evaluation of Service
Model Evaluation Form
Product Evaluation Form
Salon Employee Evaluation Form
Salon Manager Evaluation
Self-Evaluated Test For Goal Setters
Service Evaluation Form
Team Evaluation
Technical Evaluation of Associate

Forms

Business Supplies Checklist
Client Concern Form
Weekly Action Planner
New Client Follow-up Form
New Client Form
Receptionist Schedule Form
Stylist Schedule Form
Tips Log Form
Required Equipment for Each Hair Technician
Required Equipment for Nail Technicians
Repairs Needed Form
Prescription Pads
Prescription Pad - Generic
Weekly Inventory Over/Short Form

Front Desk

Front Desk Roles and Responsibilities
 Booking Appointments
 Canceling Appointments
 Potential Problems
 Potential Solutions
 Checking Out the Client
 Dealing with Angry Customers
 Developing a Professional Telephone Image
 Effective Listening
 Greeting the Client
 Polite But Effective Call Screening
 Front Desk Objectives
 Phone Script
 Telephone Quiz
 Front Desk Training Outline
 Salon Coordinator Checklist
 Salon Coordinator Roles & Responsibilities
 Taking Effective Messages
 Using Your Voice Effectively
 Receptionist Job Description
 Receptionist Opening Procedures and Duties

Goals

Daily Priorities Sheet
 Daily Sales Goal Sheet
 Goal Action Planner
 Monthly Goal Sheet
 Salon Owner – Goal Setting Exercise
 Team Member Goal Sheet
 Weekly Goal Sheet

Handbook

Employee Handbook

Interview Process

First Interview
 Second Interview
 Third Interview
 Fourth Interview
 Fifth Interview
 Additional Interview Questions
 Interviewer's Notes & Impressions
 Applicant Technical Evaluation – Hair
 Applicant Technical Evaluation – Esthetician
 Applicant Technical Evaluation – Massage Therapist
 Applicant Technical Evaluation – Nail Technician

Job Descriptions

General Manager
 Receptionist
 Retail Manager
 Salon Coordinator
 Salon Manager
 Technician

Letters to Clients

Apology for Incident
 Customer Survey Letter
 Technician Leaving
 Stylist Leaving
 Thank you – Referral Letter
 We Miss You

Maternity Leave

Announcing Maternity Leave Letter
 Extending Maternity Leave
 Permanent Departure
 Maternity Leave Procedures
 Maternity Leave Scripts

Meetings

Meeting Procedures
 Strategic Planning Meeting Outline

New Hire

Welcome The New Employee
 New Employee Checklist
 New Employee Orientation Checklist #1
 New Employee Orientation Checklist #2
 New Employee Evaluation
 8 Keys to Success

Procedures

Daily Procedures Tuesday
 Daily Procedures Wednesday
 Daily Procedures Thursday
 Daily Procedures Friday
 Daily Procedures Saturday
 Daily Procedure Opening
 Daily Procedure Closing
 Systematizing Your Business Checklist

Promotional Planning

Win Services Free for a Year — Hair
Win Services Free for a Year — Color
Gift Certificate Promotion
Sample Referral Cards
Sample Employee Promotions
Sample Employee Incentives
Skin Care Promotion for Esthetician

Quotes

Commitment
Go to the People
Variety
The Comfort Zone

Recruiting

Cosmetology School Presentation Evaluation
Open House for Cosmetology Students
Recruitment Checklist
Recruitment Package
Wage Conversion – Blank
Wage Conversion - Example

Retail

Product Questionnaires
Retail Maintenance Program
The “What, Why, How” Retailing System
Retail Maintenance Program — Body Care RX Pad
Retail Maintenance Program — Skin Care RX Pad
Sample Product Quiz
Product Knowledge

Salary Structures

Education Benefit
Explaining Service Charge
Medical Insurance Benefit
Qualifications for Advancement
Referral Commission Structure
Retail Commission Structure
Commission Structures
Salary Structure

Salon Manager

Weekly Action Planner
Salon Manager Action Planner
Action Plan Steps
Salon Manager Job Objective

Scripts

Charging Correct Prices
Cold Call Script
Customer Survey Script
Explaining Price Differences
Service Charge Script
Follow-up Scripts New Client
Holiday Phone Script
Price Increase
Rebooking Script
Team Member Moved On

Tracking Forms

Marketing Tracking Form
Education Tracking Form
Managers Tracking Form
Networking Group Tracking Form
Promotion Tracking Form
Promotion Tracking Sheet
Promotion Tracking with Rebooking
Stylist Tracking Form Mon-Sun
Stylist Tracking Form Sat-Fri
Tips Log Form
Trade Log Form