

Six Figure Tribe

Six Figure

TOOLS

Taking Your Pulse

My \$100 Expectations

1. _____
2. _____
3. _____

My Weaknesses

1. _____
2. _____
3. _____

Weaknesses That Will Become Strengths

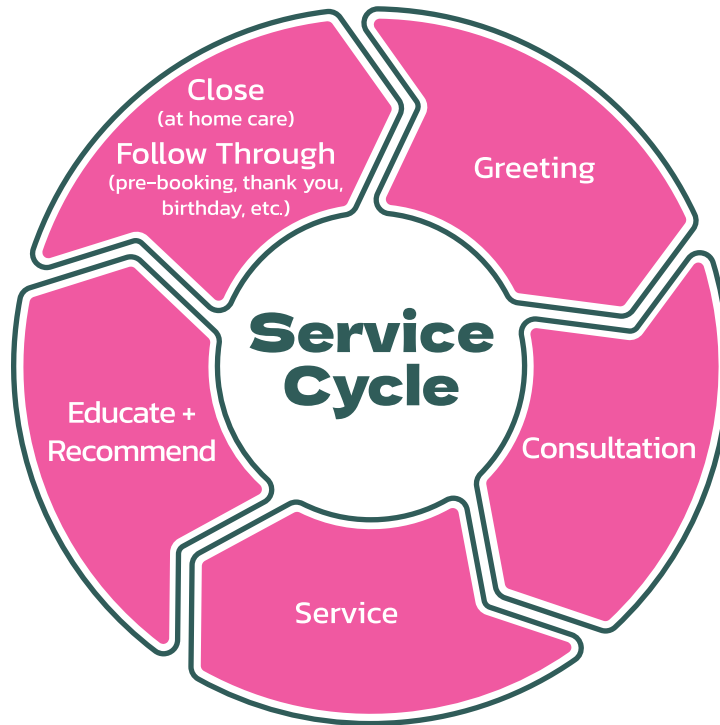
1. _____
2. _____
3. _____

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?

✓ **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](#)

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.

MODULE 4

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

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.

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.")

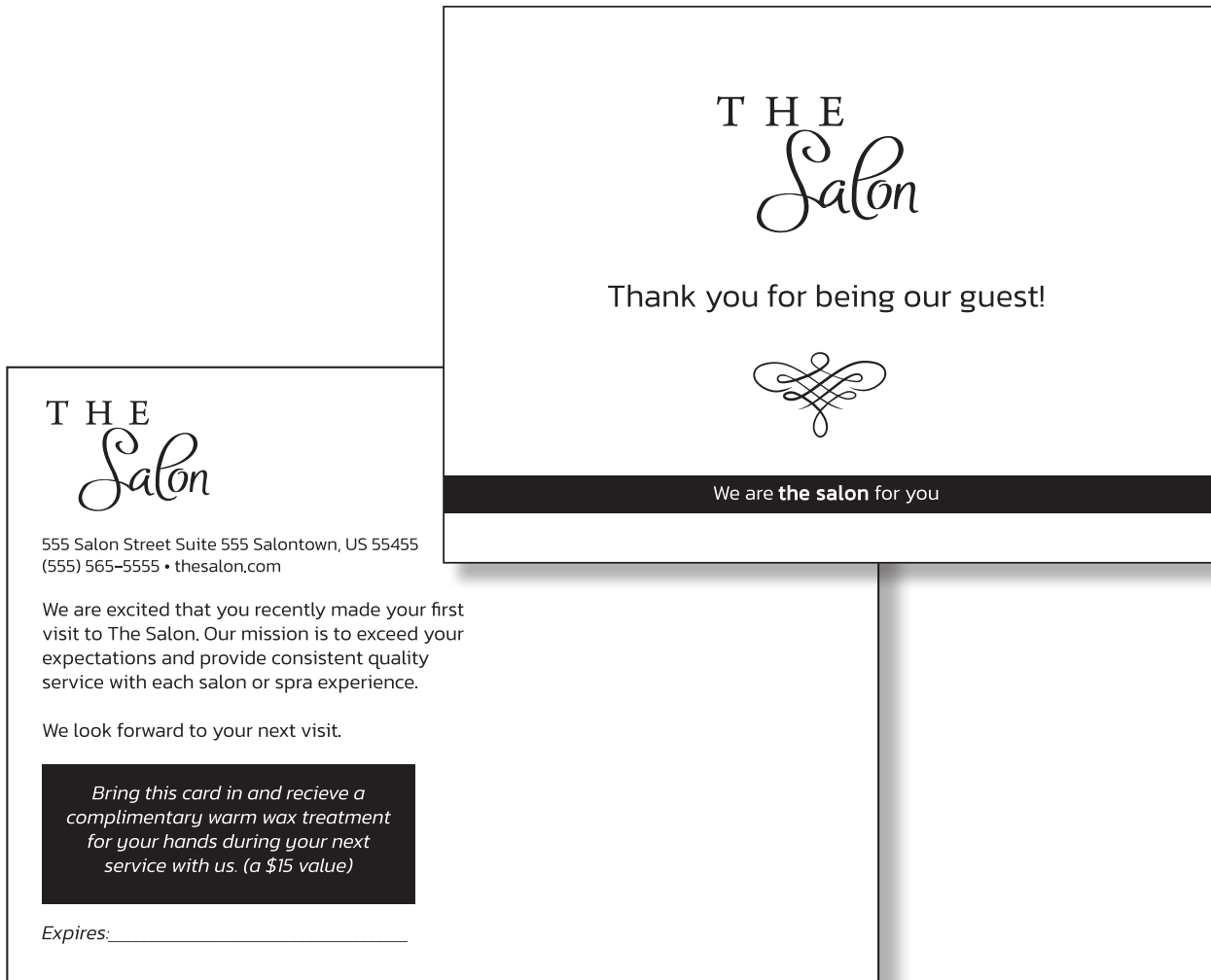
If No:

"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.

New Guest Postcard



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!

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)

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.

Free Service Promotion

