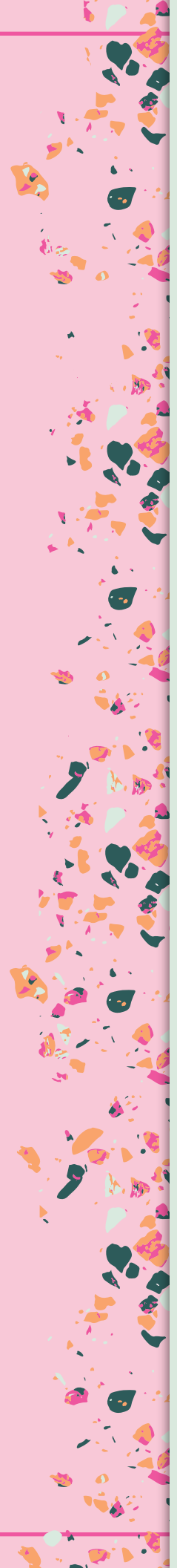


empowering you®

RAPID GROWTH BLUEPRINT

*7 Strategies For Doubling
Your Client Base And
Boosting Business Growth*



	STAGE 1 Existence	STAGE 2 Survival	STAGE 3-D Success- Disengagement	STAGE 3-G Success - Growth	STAGE 4 Take-Off	STAGE 5 Resource Maturity
Management Style	Direct supervision	Supervised supervision	Functional	Functional	Divisonal	Line and staff
Organization						
Extent of Formal Systems	Minimal to nonexistant	Minimal	Basic	Developing	Maturing	Extensive
Major Strategy	Existence	Survival	Maintaining profitable staus quo	Get resources for growth	Growth	Return on investment
Business and Owner*						

*Smaller circle represents owner. Larger circle represent business.

Which stage are you in?

Which stage do you want to be in?

Notes:

#1

EXPAND YOUR REACH

Notes:

#2

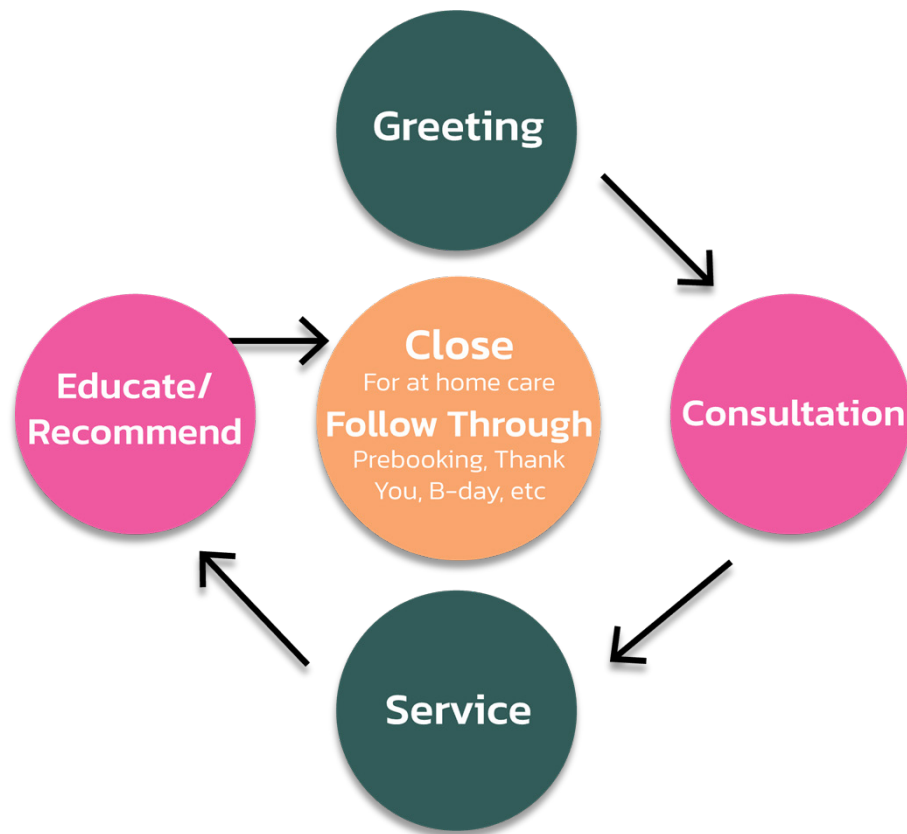
OPTIMIZATION TECHNIQUES

Rate yourself on a yes or no scale

1. Clear Budgets And Financial Management _____
 2. Strong Cash Flow _____
 3. High Customer Retention Rates _____
 4. Personalized Customer Experience _____
 5. Strong Online Presence _____
 6. Consistent New Customer Acquisition _____
 7. Skilled And Trained Staff _____
 8. Positive Work Environment _____
 9. Clear Compensation Plans _____
 10. Low Employee Turnover _____
 11. Effective Inventory Management _____
 12. Clear Business Growth Plan _____
- TOTAL** _____



#3

CLIENT ENGAGEMENT

How can we do a client experience reset?

Uncovering Your Guests' Needs:

"When was the last time your _____ was perfect?

What made it perfect that time?

What challenges/problems are you currently having?

If you could change anything about your _____ what would it be?

What product are you currently using for home care?"

Recap:

"What I heard you say... *(repeat what you heard your client say)*

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

What I recommended is _____.

Ask: What would you like to get started with today?"

#4

DIGITAL MARKETING

Notes:

#5

TEAM TACTICS

Notes:

#6

SALES STRATEGIES

Notes:



Notes:

NEW CLIENT FOLLOW-UP/CALL BACK

"Hi, _____ this is _____ from (*Salon Name*). 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."

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

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.")

Thank You

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. Thank You"

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.

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