



BARBERSHOP CONSULTING

Unleash the Full Power of the Four Pillars in Your Barbershop!

The Set Up

VISIT 1

Barbershop Financial Analysis
Setup 6 Levels of Pricing and Compensation
Introduce Level Systems to Staff
Complete Strategic and Tactical Analysis

- Career Path
- Sound Financial Practices
- Marketing/Branding Strategies
- Leadership & Culture

DELIVERABLES

1. Price Level Worksheet
2. Enhanced Add-On Service Menu/Service Timing Requirements
3. Sales Plan
4. Strategic and Tactical Analysis Report
5. 2-Year Coaching Calendar

Inventory, Promotions, Services

VISIT 4

On-hand Assessments for
Professional (Back Bar) and Retail
Reorder Procedures
Establish Purchasing Goals Based on Sales
Create Promotional Calendar
Enhanced Service Menu and Timing Standards
Professional Development Meetings (PDMs)

DELIVERABLES

1. Inventory Purchase Sheet
2. Inventory Tracking Sheet
3. 12-Month Promotion Planner
4. Reorder Formula Sheet

The Launch

VISIT 2

Strategic and Tactical Review
Level System Placement
Professional Development Meetings (PDMs)
with the Entire Barbershop Team
Customized Earning Potential Worksheet

DELIVERABLES

1. Earning Potential Worksheet
2. Intelligent Verbiage for Service Providers
3. Station Signs

Service Standards

VISIT 5

Create a written and recorded
presentation of the barbershop's
service standards

DELIVERABLES

1. Service Standards Implementation Plan
2. Service Standards Video Sample

Leadership Development: Part 1

VISIT 3

Professional Development Meetings (PDMs)
- Training Process for Owners
Barbershop Service Standards Review
Identify Educators and Implement Training Program

DELIVERABLES

1. PDF Action Planner
2. Maximize Productivity Split-Shift Schedule
3. Monthly Sales Tracker

Front Desk (Support Team)

VISIT 6

Front Desk Focus
- Performance-Based Reward System
Monthly Goals (Rewards)
Level Jumps (Promotions)
- Check-In/Check-Out Procedures
Professional Development Meetings (PDMs)
- Training Process for Owners

DELIVERABLES

1. Front Desk Tracking Sheets
2. Front Desk Scripts and Procedures



Imagine walking into your business everyday **WITH A PLAN!**

COACHING FOR BARBERSHOPS

Barbershop Education

VISIT 7

Strategic and Tactical Review
Establish 12-Month Education Calendar
Evaluate Education Based on Levels
PDM Observation

DELIVERABLES

1. Educator Evaluation
2. 12- Month Education Calendar
3. Skill Inventory Survey

Leadership Development: Part 2

VISIT 10

Strategic and Tactical Review
Barbershop Owner/Manager PDM Training
Observation of PDMs
Verbiage/Scripts
Assessment of Level Jumpers and Qualifiers
Self-Assessment Worksheet

DELIVERABLES

1. Completed PDM Forms
2. Assessment Worksheet
(Self Assessment/Consultant Assessment)
3. Additional Training Recommendations

Assessment

VISIT 8

Strategic and Tactical Review
Quality of Work-Life Assessment
Financial Results Assessment
Complete Strategic and Tactical Analysis
– Sales (retail/service)
– Purchases
– Profit

DELIVERABLES

1. Summit Barbershop Survey Assessment
2. Barbershop Survey Results Calculator
3. Quality of Life Survey and Results Calculator
4. Level Assessment
5. Hiring/Personnel Form

Organizational Development

VISIT 11

Organizational Structure
Communication Systems
Leadership

DELIVERABLES

1. Culture Assessment
2. Culture Results Calculator
3. Culture Assessment Plan
4. Job Description Template

Hiring, Onboarding, Orientation

VISIT 9

Recruiting
Sample Recruitment Package
Cosmetology/Barber School Presentation
Interview Questions/Responses

DELIVERABLES

1. Orientation Template
2. Sample Recruitment Package
3. Cosmetology School Presentation
4. Interview Questions/Responses

Shareholders/Leadership Team

VISIT 12

Introduce the Shareholder Program
to the Barbershop Company
Identify Future Shareholders

DELIVERABLES

1. Salon Valuation Agreement
2. Salon Valuation Questionnaire
3. SSBC Barbershop Amortization Schedule

