



# SALON/SPA CONSULTING

## Unleash the Full Power of the Four Pillars in Your Salon Business!

### The Set Up

#### VISIT 1

Salon 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. Sales Plan
3. Strategic and Tactical Analysis Report
4. 2-Year Coaching Calendar

### Inventory, Promotions, Salon Emotion™

#### VISIT 4

On-hand Assessments for  
Professional (Back Bar) and Retail  
Reorder Procedures  
Establish Purchasing Goals Based on Sales  
Create Promotional Calendar  
Salon Emotion™  
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 Salon Team  
Customized Earning Potential Worksheet

#### DELIVERABLES

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

### Leadership Development: Part 2

#### VISIT 5

Strategic and Tactical Review  
Salon 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

### Leadership Development: Part 1

#### VISIT 3

Professional Development Meetings (PDMs)

- Training Process for Owners

Salon Schedule Review  
Identify Educators and  
Implement Associate Program

#### DELIVERABLES

1. PDF Action Planner
2. 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 SALONS/SPAS

## Salon 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

## 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 Salon Survey Assessment
2. Salon Survey Results Calculator
3. Quality of Life Survey and Results Calculator
4. Level Assessment
5. Hiring/Personnel Form

## Recruitment, Hiring, Orientation

VISIT 9

Recruiting  
Interview Process  
Hiring Process  
Salon Orientation

### DELIVERABLES

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

## Service Standards

VISIT 10

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

### DELIVERABLES

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

## 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

## Shareholders/Leadership Team

VISIT 12

Introduce the Shareholder Program to the salon company  
Identify Future Shareholders

### DELIVERABLES

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

