



REACHING YOUR FULL POTENTIAL

A GUIDE TO POSITIONING, PRICING &
THRIVING IN SALON LIFE & BUSINESS

With **Rebecca Gregory**
VP of Education, Simply Organic Beauty



WHAT WILL BE COVERED

Career vs. Job

Cost of Living

% of Inflation

SMART

Industry Changes

Gender Neutral

Education

3 R's

Retail and Retention

Emotional Attachment

FEAR

CAREER



Chosen – Trains – Pursues
Passion

VS.

JOB



Work to make a living.
No passion



JOB

How are you SEEING it?

How do you FEEL about it?

SEE

FEEL

GET

DO

What results are you GETTING?

What are you DOING?



CAREER

How are you SEEING it?

How do you FEEL about it?

SEE

FEEL

GET

DO

What results are you GETTING?

What are you DOING?



COST OF LIVING

TAKE IN VS. TAKE HOME

Work Side = Take In

Business Money

Hair

Retail

Gratuities

ETC.

Personal Side = Take Home

Life Money

House

Food

Car

ETC.



Cost of Living

SERVICE PROVIDER PERSONAL BUDGET							
AVERAGE MONTHLY TAKE HOME PAY		\$2,450	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000
PERSONAL EXPENSE BUDGET BY CATEGORY							
MORTGAGE/DEBT	30%	\$735	\$600	\$900	\$1,200	\$1,500	\$1,800
HOUSEHOLD EXPENSES	20%	\$490	\$400	\$600	\$800	\$1,000	\$1,200
TRANSPORTATION	14%	\$343	\$280	\$420	\$560	\$700	\$840
SAVINGS	10%	\$245	\$200	\$300	\$400	\$500	\$600
UTILITIES	8%	\$196	\$160	\$240	\$320	\$400	\$480
HEALTH CARE/INSURANCE	3%	\$74	\$60	\$90	\$120	\$150	\$180
DISCRETIONARY EXPENSES	15%	\$367	\$300	\$450	\$600	\$750	\$900
TOTAL	100%		\$2,000	\$3,000	\$4,000	\$5,000	\$6,000



% of Inflation

Consider inflation on products that you purchase for services:

Color + Activators

Care = Shampoo + Conditioners + Treatments

Styling = Wet + Dry Products

Foils + Tools

Utilities = Water + Electricity



GIVE YOURSELF A RAISE
YOU ARE WORTH IT!!!



SMART

Specific

Measurable

Action-Oriented

Relevant

Time-Limited

Financial Goal & Tracking Goal

Financial Goal:

Putting money a side for a set goal.

Tracking Goal:

Showing up early to look over day and planning any other services that clients may need as well as a look into their retail purchases from the previous months.



Charging What You Are Worth

- What type of haircut is needed?
- What type of color services were used to achieve this look?
- What texturizing services were used to achieve this look?
- What haircare and styling products were used?
- What additional services were used to achieve this overall look? Eyebrows? Makeup?
- Add up all the services and see what the ticket price would be?



Industry Changes

Over the YEARS

5 years – 10 years – 20 years

From Beauty Parlors to Salons and Stylists and Technicians , not only have names progressed over the years but so have:

Styles

Education

Social Media

Pricing



Gender Neutral Pricing



CUSTOMIZED PRICING PER CLIENT

- Customize TIME for EACH client
- Transparency of Pricing
- Loyalty



Gender Neutral Pricing



Charging by the TIME NOT the Gender

30 minute cut	\$35
45 minute cut, no style	\$40
45 minute cut, with style	\$60
60 minute cut	\$70



Gender Neutral Timing

Length of Hair = Timeframe



Barber Short:
30-45 minutes



Scissor Short:
45 minutes



Chin/Shoulder:
1 hour



Shoulder/Back:
1 hour – 1 hour & 15 minutes



TIME IS MONEY

SERVICE TYPE	Cost of Service	Time Allowed	Rate/ Minute	Rate/ Hour
1. Shampoo/Cut/Blow Dry	\$45.00	45 min.	\$1.00	\$60.00
2. Base Color	\$75.00	60 min.	\$1.25	\$75.00
3. Waxing	\$20.00	15 min.	\$1.33	\$79.80
4. Conditioning Treatment	\$40.00	15 min.	\$2.66	\$160
5. Stacking (More than one service in the same amount of time.)				
<ul style="list-style-type: none"> • Sh./Cut/Blow Dry • Waxing • Conditioning Treatment 				
TOTAL	\$180	60 min.	\$3.00	\$180



Education

SETTING YOURSELF APART FROM THE REST

Educating YOURSELF:

- Social Media
- Magazines
- Internet Browsing
- Webinars

Educating your CLIENTS:

- Home care
- Styling
- Products



EDUCATION = LOYALTY



REFERRAL
+
REBOOK
+
RETAIL
=
REVENUE

Referrals

- Fills your appointment books
- Increase of income

Rebooking

- Increase income by 10%-20%
- Promotes request and return clients for referrals
- Develops relationships and TRUST
- Helps clients with convenience
- Helps client's budget
- Helps plan around work and social schedules

****Rebooking is important for the Dentist and Doctor; so why not for YOU!!!****

Retail

- Extra income
- Returning clients



Contest within Salon and Stylists = Friendly Competition

- Tools
- Gift Cards
- Night Away

Host a Guest Appreciation Social Event

- Grab bags
- Silent Auctions – Partnering with local like-minded businesses or restaurants
- Product Swapping

Social Media – Local Flyers



Retail & Retention

Don't SALE – EDUCATE!!!

Hair Doctors = Prescribing products rather than 'Selling'

Retention to gain trust and confidence with guest

Educate guests on products

Recommendation Sheets

Location of Retail Products

- Amount of product on shelves
- Location of product on shelves and in salon or spa
- Focus Displays



Suggestions & Recommendations

Offer Professional Suggestions

- Assist each client in developing their OWN personal look.
- When using a picture, present the look options
 - Shape
 - Color
 - Brows
 - Make-Up Touch-Up
 - Conditioning Treatment

S

Smile

A

Ask

N

Nod

S

Shut Up



Make a list of the benefits you would experience if the majority of your clients pre-booked on a regular basis.









Emotional Attachment

Break the BOND of Emotions!!!



Clients and their Budget

Don't assume what your client can afford

Predicting that clients with money will spend more

“Never judge a book by it's cover...”



FEAR



Losing clients = Losing
\$\$\$

Thinking out of the BOX

Trying new things

Selling

Rebooking Clients

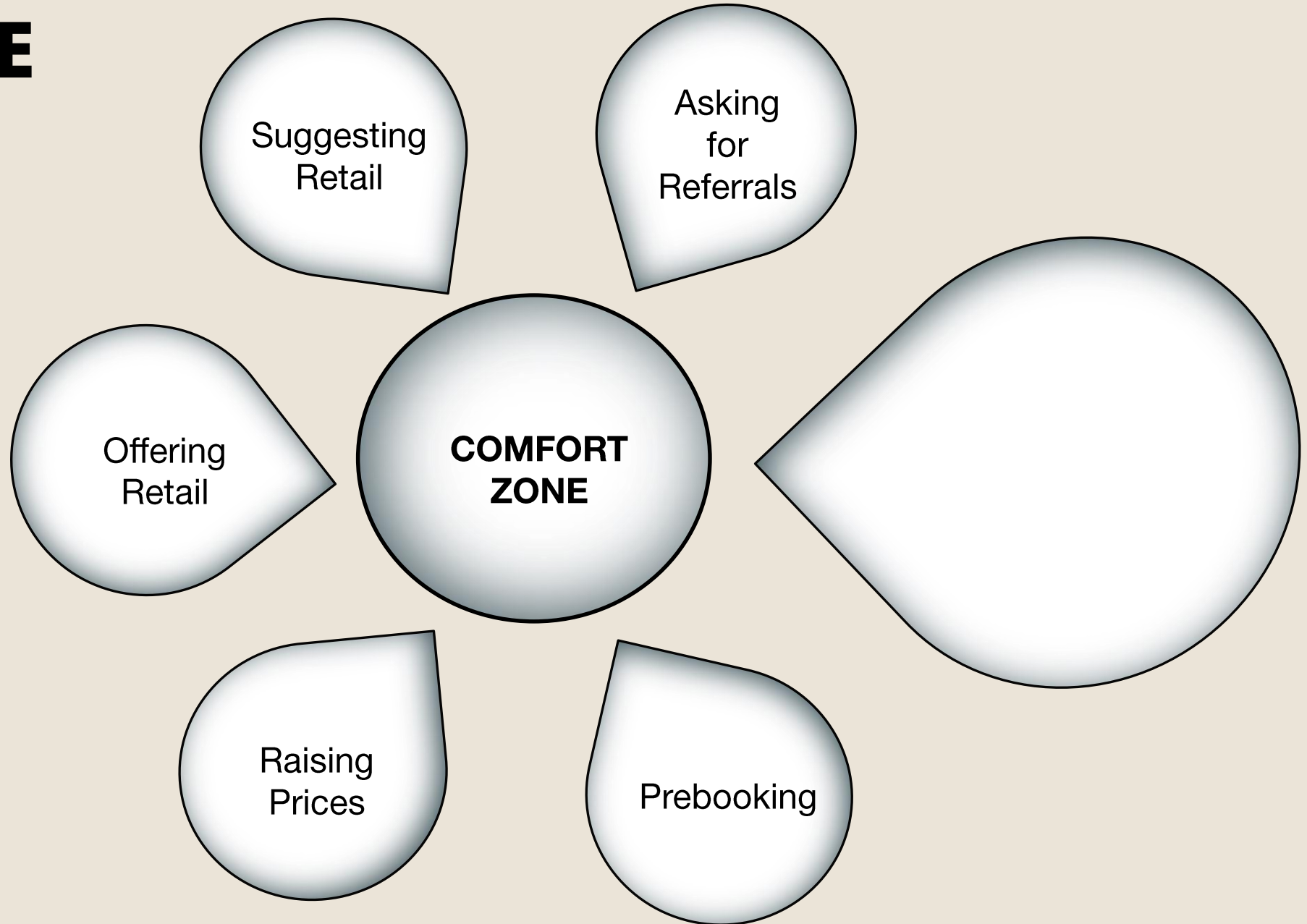
Not being able to deliver



COMFORT ZONE

What is something
you would like to get
better at?

Go ahead and write
that in the blank circle
outside of The
Comfort Zone.



CALL TO ACTION

Fill in the following statement.

I AM developing the unconditional willingness to practice _____
for the next 6 months.

