

## Workshop Topics

The key to achieving outstanding results

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### SHOW ME THE MONEY!

#### **The Salon Business Framework:**

Unlocking the mystery of financials & what is really driving your business.

Discover the key factors impacting your results and learn how to drastically improve both turnover and profitability.

Salon profitability clearly and simply explained.

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#### **DURATION:**

3 hours

#### **IDEAL FOR:**

Salon owners, managers, 2IC's, aspiring managers

### CREATING WINNING CULTURE

#### **Growing your High Performance Team**

Learn the secrets of identifying, attracting, developing and retaining the best team for your business.

Ensure your workplace is healthy, supportive and an attractive place to work. Do the *Salon Culture Health Check* to help you design the workplace of their dreams.

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#### **DURATION:**

3 hours

#### **IDEAL FOR:**

Salon owners, managers, 2IC's, aspiring managers

### CREATING YOUR CODE

#### **Building shared values and agreements**

Great teams thrive under pressure, celebrate their wins and hold each other accountable to specific standards of behaviour. A great Code, implemented well will turn an ordinary group of individuals into a champion team.

#### **DURATION:**

2 hours

#### **IDEAL FOR:**

Salon owners, managers, 2IC's, aspiring managers

## THE SUPERSTAR COACH

### Mastering The Role of Ongoing Coaching

A great coach is like fertilizer for a garden, helping your team to thrive and grow.

Learn how to assess performance, give great feedback, set specific outcomes, create and implement a training plan and grow your team to amazing results.

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## SETTING BOUNDARIES

### The Art Of Difficult Conversations

Business would be easy if our staff did exactly as we ask, but the reality is they often don't. In management, you'll get what you accept and teach what you allow, but developing accountability and holding difficult conversations can be tricky.

This program allows leaders to see what they've been avoiding and gives them the skills and mindset to confidently resolve tension, broken agreements and poor performance whilst preserving the relationship.

The most requested leadership topic!

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## THE ESSENTIAL SALON MANAGEMENT PROGRAM

The most comprehensive leadership bootcamp for salon managers

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### DURATION:

2.5 hours

### IDEAL FOR:

Salon owners, managers, 2IC's, aspiring managers

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2.5 hours

### IDEAL FOR:

Salon owners, managers, 2IC's, aspiring managers

### DURATION:

2 days or 4 x ½ day sessions

### IDEAL FOR:

Salon owners, managers, young leaders, 2IC's, aspiring managers or anyone wanting to gain confidence in salon management

# THE CLIENT SERVICE SERIES

## THE CLIENT JOURNEY:

### ***Creating your ultimate salon experience***

Your ultimate blueprint to creating an excellent (and profitable!) client experience. Understand exactly what should be done and when to cater for your client's every (unspoken) need. Learn the most effective times to consult, educate, suggest complimentary services and plan future appointments.

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## RECOMMENDED RETAIL:

### ***Don't sell; TEACH! The art of product education***

Success in retail is as simple as changing how your team think about their role in recommendation and helping to remove their underlying fears. We'll go from scaredy-cat to confident, knowledgeable professional to the delight of your clients! Using a simple 4-step method, we'll identify the problem and why it's occurring, suggest an effective solution then match with the perfect product. Easy!

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## THE 5C'S OF CONSULTATION

Master thorough, profitable consultations which identify problems and the factors contributing to them. Then offer helpful, intelligent solutions from an expert perspective. Your clients crave your attention and knowledge. This structure helps stylists to confidently become an expert, moving beyond 'Same again?' to a smorgasbord of exciting options.

### **DURATION:**

1.5 hrs

### **TARGETS:**

Consultation, Average \$ per client, Recommended Retail & Rebooking.

### **IDEAL FOR:**

All staff levels, managers, salon owners

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1.5 hrs

### **TARGETS:**

Improving recommended retail, removing blocks to retailing.

### **IDEAL FOR:**

All staff levels, managers, salon owners

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### **TARGETS:**

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### **IDEAL FOR:**

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## MASTERING THE TELEPHONE

### ***Converting Price Enquiries into Appointments and Raving Fans.***

Are you investing heavily in marketing to make your phone ring but getting 'stuck' at the price enquiry? Can't seem to convert those callers to appointments?

The telephone is an area we typically don't do well, resulting in many missed potential clients. Learn *why* callers usually ask for price and how to capture them instead of getting "I'll call you back" all day long.

Each 'How much do you charge?' caller could be worth thousands to you but until we learn how to convert these enquiries, we miss the opportunity in front of us and hang up without a booking.

Reset your approach and get that cash register ringing!

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## PERSONALITY TYPES + COMMUNICATION STYLES

### ***Maximising team cooperation***

Why are some people easier to work with than others? Sometimes, what we perceive as conflict is merely a difference of personality styles. With the right knowledge and a little humour, harmonious relationships can be built and conflict reduced.

We learn 4 dominant personality types and how to communicate with them to better understand ourselves and others. Learn how to work happily with almost anyone! Hilarious and enlightening!

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#### **TARGETS:**

Consultation, Average \$ per client, Recommended Retail & Rebooking.

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***A perfect team training!***