



## 360 SALON PERFORMANCE BUSINESS SEMINARS

Bootcamp results without the sweat. Choose from a variety of intensive salon business seminars focused on business planning, team and leadership development, driving revenue and profits.

Visit [www.beauty360consulting.com](http://www.beauty360consulting.com) for more information and to register.



### FUEL FOR BUSINESS PROGRAMS

Our Fuel for Business is a powerful P&L and People Bootcamp. It's a combination of webinar learning and 1-1 dialing into your business and building a plan for financial success in these unprecedented times.

**Lead Powerfully. Gain Financial Strength.  
Restore Stability and Growth.**

#### YOU'LL LEARN TO:

- Gain mastery of your salon's financials and planning your business's future.
  - Gain confidence in your three key financial reports with a salon-specific framework that makes sense to salon owners.
  - Understand key industry benchmarks to have clarity on your salon's performance.
  - Leave with an actionable financial plan, including personalized 1-1 financial coaching.
- Learn COVID-19 recovery strategies and explore new ideas to infuse profit into your business.
  - Drives sales in our "new normal."
  - Navigate maximizing capacity restraints and how it effects service mix, booking and utilizing your apprentices.
- Discover sales, marketing and execution strategies to drive sales. Get beyond the great idea to long term results. Leave with templates you can execute immediately.
- Establish a winning coaching system to drive performance and grow your team's income.

All Beauty360° seminars are available on demand.



## THE CONCIERGE EXPERIENCE

**Concierge Experience – Go Beyond the Front Desk** gets rid of your front desk and connects the team in a whole new way. Leveraging the concierge to be the resident experience expert creates a new way to upgrade, a new partnership with the service providers and increases sales by ensuring key focuses are leading the client's journey through their visit. Think differently.

### The Experience Matters – Do They Know What Client's Expect and Can They Successfully Pivot Under Pressure

- 5 Star Service in Today's Climate
- Take a look outside our world - explore case studies to find opportunities
- See your business through the eyes of a client
- Level up your consciousness to concierge thinking
- Identify key concierge competencies & discover how to bring them to life in your business

### Orchestrating the Client Journey – Getting Beyond Booking a Winning Day.

- Dive into your client journey; vision often doesn't match reality
- Discover opportunities to make your business win with clients by mapping out wants & needs and removing obstacles

### Identify Where Technology Wins

- Identify who does it better humans or technology
- Revolutionize your salon to spend more time on focused on the client

## FOR PROFIT FRONT DESK

**For Profit Front Desk** takes an expensive cost center, your front desk, and makes it a strategic cost center in your business. Learn booking strategies that maximize time with or without double booking and selling strategies to make the most of each client even before they get to the stylist chair.

### WHAT YOU'LL LEARN:

- Mentor your front desk to become passionate profit-driving members of your team.
- Create scripted dialogue to ensure great client service every time.
- Develop and utilize tracking and reward systems that align your team with common goals.
- Unlock proven front strategies to increase sales, rebooking, retail sales and client count.



## CREATING YOUR TRIBE

**Creating Your Tribe– Leveraging an Apprenticeship Program** is newly renovated to inspire you with a clear plan to build the team you want. In today's time, it's critical to not only find the right talent but get them off to a profitable start right away. Tribe is designed to strengthen your culture while effectively preparing your new talent to be top performers.

### WHAT YOU'LL LEARN:

- Attract and retain the right talent for your salon.
- Reward top performers while developing a mentorship culture.
- Learn strategies to effectively develop confident, creative and productive new talent.
- Grow salon revenue by building a team of loyal top performers.



## POWERING PEOPLE, PERFORMANCE AND PROFITS

Your team is your greatest resource and a major source of your profits. Learn to have powerful on going conversations that inspire performance, build trust and honor your salon's culture.

### YOU'LL LEARN TO:

- Establish a communication system to increase your teams' accountability and interdependence.
- Leverage your team's strengths.
- Maneuver performance conversations fairly and consistently.
- Create win-win situations to drive the behaviors you want.

