

Salon Managers Academy Enhanced Salon Management Mentoring and Training.

Really great business leaders are really great because they really know how to get the best out of people and they lead from the front with respect and integrity for their clients and their staff.

You do not have to be Sir Richard Branson or Lord Sugar to be a great leader, but you do need to use the same strategy and tactics that they would use if they were salon owners.

There is a great saying amongst business leaders which goes like this:

You don't know, what you don't know!

Put that into real context – Great business leaders understand and accept that the above is true so they set out on a journey to ensure that they personally are armed with all of the knowledge, tools, resources and training they need to succeed.

Further to the above great business leaders ensure that each employee is armed with the training, motivation and resources they need in order to deliver maximum productivity and return on their payroll investment. *It's makes no sense to allow your employees to be average!*

Without business development training and knowledge salon owners and their staff will never reach their true potential. The training is not complicated or difficult, it just needs to be done.

Let me give you a few examples of how the above works.

Example: Salon Human Resources Management

The human mind is very sophisticated but it is instinctively lazy and always works far below its capacity until an action causes a reaction which stimulates the mind in to what science calls the "fight or flight" reaction.

Normally, when a person is in a serene, un-stimulated state, (comfort zone) the "firing" of neurons in the locus coeruleus (a part of the brain involved with physiological response) is minimal.

To put this into a "people productivity" context, when salon staff relax into their comfort zone they will generally cut, colour and carry out therapeutic services without thought for the monetary value of the services they are performing or future business development or the life-time value of the client/s they are servicing.

Conversely the salon owner NEEDS each member of staff to increase the average client bill, sell more services to the client and encourage the client to visit the salon more frequently, book the next appointment before the client leaves the salon and to win referral business in every client sitting. To do all of this with respect and integrity for the real needs of the client and improve retention.

Unless there is a formal system and process to make this happen salon staff will only, cut, colour and carry out therapeutic services. And the longer no system exists to encourage higher levels of thought and action the worse the situation becomes.

In order to stimulate this heightened level of cognitive thought and action the salon manager must introduce a method of making each team member understand exactly what their duties and responsibilities are regarding personal column building and profitable client management.

Once such a system is introduced, a heightened level of “duty and responsibility” awareness is relayed from the sensory cortex of the brain through the hypothalamus to the brainstem, ensuring that the team member is aware that they should be performing business development techniques with every client. This route of signalling increases the rate of noradrenergic activity in the locus coeruleus, and the person becomes more alert and attentive to their working environment.

Can you see how attaining enhanced salon management, business development and human resources strategy training and resources could increase salon productivity and salon profits?

Introducing Such a System: (Salon Human Resources strategy example)

The Academy human resources documents are unique in the Hairdressing and Beauty Industry and are bespoke per salon trade; they have been engineered to invoke increased awareness and productivity from each individual.

The system begins by issuing salon employees with new contracts which include a very detailed Job Description which includes clauses for column management and profitable client development.

If the above sounds a little draconian, please be assured that the system is designed to value the real needs of the client and will never antagonise or make a client feel pressured. The system simply forces the stylist or therapist to think about business development whilst performing services.

In short the system forces salon employees out of comfort zones and increases productivity.

Salon Managers Academy Level 1 Human Resources (HR) Management Pack.

The level 1 HR pack contains the documents needed to introduce the system & includes:

1. Recruitment procedures pack including Job Application forms
2. Salon Employee contracts with Job Descriptions for all salon trades
3. A salon employee handbook which is congruent with the contracts
4. A disciplinary pack which includes disciplinary procedures and form letters
5. A unique salon staff performance appraisal system, bespoke per salon trade

The level 1 HR Subscription introduces the system to the salon: Read more about Salon Business Development at the Salon Managers Academy Website. See the Level 2 Salon Manager Master Class which includes the Salon Managers Master Class.

Salon Managers Academy Level 1: Salon Human Resources

<https://salonmanagersacademy.com/salon-managers-academy/salonmanagement-level-1/>

Salon Managers Academy Level2: Salon Managers Master Class

<https://salonmanagersacademy.com/salon-managers-academy/salonmanagement-level-2/>

Salon Owner Testimonials (see more testimonials on the website)

"I found 'the client retention' book to be an absolute eye opener.

Having been in the business for over 40 years and with what I considered to be a good grip on the understanding of client retention I was very impressed with the structure and format of the client retention book.

It is an informative, up to the minute definitive guide to what every progressive hairdressing or for that matter, any service orientated business should be implementing in today's economic climate."

David Barron.

Barrons Hairdressing & Photovision.

London

"Full Column's appraisal technique has given us a detailed and through method to evaluate our staff and their performance, a way to get to the bottom of any problems, to analyse them then create solutions. It gives the staff a real feeling of involvement in the business and their future career through performance analysis and feedback"

Mark Turner

Director

Kate Bloom Hair and Beauty

"Both the salon manager and the stylist business development training has been of great help to my staff and my business. The appraisal forms have given my staff more focus on how to set their targets and where we both can see where they are in their job. The comment's i got back from the staff about their appraisals are, there the best they have ever had. It has made the staff more focused and they know exactly what they need to do too achieve the results they want.

This is Fantastic! A must have for any salon".

Garry Farr

Partner

Anthony James All about Hair – Halifax

Caprius Salon

Mick says so much with yet so few words, Inspiration and beautiful insight join forces through Mick... Request Mick to help you and he will indeed make sure you reach your highest ground... Thank you Mick for being here with me; it's an honour...

Patricia Hope - Salon Owner

Caprius Salon – London