

Job Descriptions

Salon Coordinator

Objective:

Build a valuable link between the clients and technicians.

Goal:

Create sales and positive client relations.

Personality Traits:

Honest, Responsible and trustworthy individual with a friendly cheerful disposition. Good people skills and mature communication skills. This individual is to be task orientated, organized, neat, tidy and efficient. Must have a clean and professional image.

Duties

Front Desk:

Develop and maintain positive client relations and implement front desk policies and procedures.

Marketing:

Implement the salon marketing strategies for the front desk and telephone.

Inventory:

Order and track inventory. Display and stock retail area. Implement monthly specials and promote within the salon.

Salon Maintenance:

Maintain the cleanliness of the client waiting area and front desk. Assist in salon cleanup.

Meetings:

Meet with team leader and CEO weekly to report marketing and client concerns. Report all data pertaining to technicians in staff meetings.

Accountability:

This position is held accountable for balanced cash out reports and inventory control within a budget. Completed and organized client relation data and technician monitoring systems are reported to the CEO at every months end. This position is also accountable for providing a fabulous first and last impression of the salon.

Attitude Policy

Goal: The desired result is to develop the skill, incorporate professional behaviors and develop a healthy personality.

Remember it's not always what you say but how you say it. 15% of clientele is built on technical skill; 85% on personality.

Facial Expression

Don't:

Look tired or bored

Look angry or annoyed

Roll your eyes

Do:

Look cheerful and approachable

Make eye contact when speaking with clients

Body Language

Don't:

Cross arms when speaking to clients

Slouch or drag feet

Place hands on hips in confrontation

Sit on reception desk

Do:

Walk with energy and enthusiasm

Smile and say hello to all salon clients

Voice and Verbalization

Don't

Complain about the salon or coworkers

Sigh, moan and groan

Chew gum

Use slang such as yup, uh huh, what

Do:

Speak clearly and directly
With an "inside voice"

Use good manners. Please, thank you and you're welcome

Team Development Questionnaire

Please complete the following questionnaire and return it to the interviewer when complete.

What attracts you to this company?

What accomplishments would you like to see in your life one year from now?

What assets are you bringing to this company?

Describe what a perfect day of work looks like to you.

What do you believe to be your weaknesses and how do you deal with them?

What do you want to receive after your time and investment with us?

If there were issues with a team member describe how you would handle it?

Describe the qualities of the person you most admire

Success Reports

Salon Coordinator Success Report for: _____

For the month of: _____

The suggestion to compile client relation data is to perform a visual observation of 3 clients weekly.

Client Relation Goals:

Welcomed greeting	_____	Goal	_____
SOS circles	_____	Goal	_____
Comment card or target	_____	Goal	_____
Thank you and mail outs	_____	Goal	_____
Call backs and PB's	_____	Goal	_____
Client data entries	_____	Goal	_____

Marketing Report:

Cross promote cards	_____	Goal	_____
Add on sales script	_____	Goal	100%
Monthly sales script	_____	Goal	_____

Administration Report:

Inventory orders	_____	Goal	_____
Inventory budget	_____	Goal	_____
Salon retention reports	_____	Goal	_____

Action Steps:

1. _____

2. _____

3. _____

4. _____

Time Frame: _____

Completed: _____

Client Performance Appraisal

This is the tool used to collect data for performance appraisals. You can choose clients who are scheduled to be in the salon and contact them to ask for participation in the appraisal. Then mail out the appraisal with a self addressed postage paid envelope. Remember to thank them with a gift following the return of the appraisal.

Thank you for participating in our business' effort to consistently ensure our clients receive the "standard of service" unique to Our Salon at each salon visit. This appraisal is our way of gauging our team member's performance.

Below you will find information on the mandatory characteristics of the front desk service you are to receive. Please review these prior to your service to accurately perform your appraisal at the closure of your salon visit. It is imperative to keep this appraisal confidential to maintain its intent and purpose.

When you return home, take a moment to fill out the appraisal and return it in the envelope provided.

Please check all that apply.

- Did the receptionist stand and say, "welcome to our salon" when you entered the salon?
- If you were a new client, did you receive a welcome package?
- If you were a new client, did you receive a courtesy call one week after your visit?
- Were you made aware of our monthly specials?
- Were you told at check in how long your service provider would be?
- For regular clients, did the receptionist give you coupon cards and a sample at checkout?
- For first time clients who inquired about the salon by telephone, were you given a service explanation and price quote?
- Was the telephone reception efficient and courteous?
- Would you definitely recommend our salon to your friends?

Date: _____ Name: _____

Thank you for your time!!

Procedure Certification (answer guide found in the workbook)

Telephone Policy

Answer the following questions.

When booking appointments list the 5 things you repeat to the client.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Write the script used when clients request a high booking time.

If a technician is not in on the requested day, what script do you use?

With what words do you end every appointment scheduling?

Clients are offered another technician if theirs is busy.
False

True

When doing a new client call back we first ask for a moment of
their time.
False

True

Models are required for technician skill certification.
False

True

Write the script used when clients will be more than 20 minutes late.

Write the script used to describe tiered price levels.

Certification Complete _____