

SOS

Salon Operating System®

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THE TOP CHALLENGES SALONS FACE

Do you want to be more profitable?
Are you struggling to find and keep good employees?
Are your clients following technicians when they leave?
Is retail a bad word in your salon?
Do new clients come back?
What's missing?

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THE SOLUTION

INCREASE CASH FLOW

Selling systems and marketing strategies guarantee sales

ATTRACT AND RETAIN THE "RIGHT" EMPLOYEES

Hire the personality and train the skill with the certification program

BUILD YOUR SALON BRAND

The "Standard Of Service" builds awareness of the superior way you service clients

INCREASE RETAIL

The Client Education Process teaches technicians to educate, not sell

RETAIN CLIENTS

Systems create quality controlled services ensuring a WOW! experience with each salon visit

BUILD THE POWER OF TEAM

The Salon Operation System® and training program will show you how to build the team, train the team, retain the team and reward the team. Through delegation and goal setting your team becomes accountable to the salon profit and growth

"I owe my success to the structure of salon operation system®; they provided me with the tools I needed to succeed."

- Jolan Magnan



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WHERE WOULD THE SALON OPERATING SYSTEM® BE USED?

This system can be used by new and existing salons, salon suppliers and all schools in the beauty industry

THE SALON OPERATING SYSTEM® IS IDEALLY SUITED FOR:

Salon owners and managers who are looking to raise their standards of customer service and grow their profits with a team of peak performing individuals

WHY SALON OPERATING SYSTEM®?

You are provided with the tools you can implement and operate with immediately. There are no instruction manuals with no need to piece together information and no courses on the system setup

* This system was designed in the salon by a salon owner. This system is tried and tested and working in salons today as a tool to building profitable and productive businesses

WHAT ARE CLIENTS SAYING ABOUT THE SALON OPERATING SYSTEM®?

“Although I had experience in supervision and management, none of it was in the salon industry. Salon Operating System® provided me with the tools I needed as a team leader to effectively coach and support staff in reaching their individual goals as well as those of the salon”

- Myrna Frizell

“Since working with Changes Salon Group’s manuals, policies and procedures, I went from what I thought was a successful stylist, to a leader in the salon atmosphere. In the last year I have become the image director of Changes Salon Group and completed three collections. Following all the steps within the Salon Operating System® has given me the confidence I needed. I whole heartedly owe my success to the tools that I have been taught through the Salon Operating System®.”

- Jolan Magnan



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SALON OPERATING SYSTEM® IS THE COMPLETE TOOL KIT

Salon Operating System® is a series of tools that can be used as is or as a guide for salon owners to incorporate into their own structures. These ready made templates include systems, procedures and scripts in the key areas of:

Marketing and branding - Marketing strategies bring the ideal new clients into the salon on a consistent basis while maintaining contact with the existing clientele

Training and sustaining - Step by step processes to train technical, front desk and management skills. Sustain the business with the consistent service these systems create

Grow and profit - Set goals, plan the action steps, monitor and measure the success. Plan for success and grow the business with purposeful action

HOW DOES IT WORK?

PROCESSES ARE LAID OUT

STEP ONE:

Business Structure Manual

The first stage is a review of the Business Structure Manual on a weekly basis till complete.

TIMING IS LAID OUT

STEP TWO:

Policy and Procedure Manual

Complete employee training of the skills, policies and procedures with a specified time frame beginning with models and graduating into paying clients.

MONITOR THE PERFORMANCE

STEP THREE:

Performance Measurement Manual

Monitor employee performance. Set goals and celebrate successes weekly and monthly using templates of reports and appraisals.



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BUSINESS STRUCTURE MANUAL

This ready made template provides you with documentaries in all key areas of business. The manual provides the policies, procedures and scripts for your receptionists, technicians and leaders. This is your salon brand and business practices. Give employees clear cut direction to their employment with your company.

- The training schedule
- The company vision and service commitment
- The standard of service
- Marketing strategies
- Salon functions
- Employee relations
- The qualification process
- The team incentive program
- The pay structure outline
 - ▶ Holidays and absences
- Salon policies and scripts
 - ▶ Greetings
 - ▶ Dress
 - ▶ Front Desk
 - ▶ Telephone
 - ▶ Attitude
 - ▶ Service
 - ▶ Selling
 - ▶ Team work
 - ▶ Complaint and refund
- Performance improvement measures
 - ▶ Probation procedures
- Termination procedure

POLICY AND PROCEDURE MANUAL

This manual is the action step to the Business Structure Manual. Train employees to communicate and service clients with your salons brand. Sustain your business with consistent client experiences.

- The training schedule and graduation process to paying clients
- Certification of the policies and procedures
- Templates of the technical service certification

PERFORMANCE MEASUREMENT MANUAL

Define job expectations and how the employee will be held accountable. These systems monitor the performance of employees through your most valuable asset, your clients. Measurable data determine employee advancement, goal setting and incentive rewards. Grow and profit with the implementation of performance measurement.

- Template of job descriptions
- Monthly success reports
- Performance appraisals
- Client comment cards
- Mystery shopper appraisals
- Standard of service targets
- Weekly action plans

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MANAGEMENT AND LEADERSHIP TRAINING

Develop the skills and behaviors to lead your team with integrity and respect. Identify problems and implement corrective behaviors while preserving self esteem and respect. Learn how to:

Raise Company Morale

- Attract employees who recognize the value in employment with your salon
- Lead the team with integrity and respect
- Create employee loyalty by motivating your team to their full potential
- Decrease staff turnover by providing opportunities for growth within the company
- Instill a team mentality with team incentive programs
- Promote healthy attitudes and behaviors amongst the team
- Celebrate successes daily, weekly and monthly with success reports and goal sheets

Increase Profits

- Train and educate managers without outside courses
- Train and educate technicians right in the salon
- Train technicians to use the Client Education Process
- Implement the marketing strategies to attract and retain new clients consistently
- Train technicians and front desk staff to use the appointment book to increase daily sales
- Increase productivity

Time Management

- Use the step by step guide to train within a specified time frame
- Simplify the learning process for technicians with easy to read manuals
- Use this knowledge immediately in the salon
- Work with systems specific to the salon industry
- Eliminate the research and development process
- Put templates to use immediately

Create Long Term Sustainability

- Instill the salon brand
- Monitor the marketing systems effectively
- Plan and accurately forecast new client retention rate increases
- Maintain consistent growth and increase profitability