

Cheryl Roose

Team Development

Interactive Business Solutions



Team Training for the salon or spa owner and beauty school educator

Increase Product or Retail Sales

Every business recognizes that retail is how they can make the most profits but when your team is not motivated by commissions or to help the company achieve it's goals what can you do? By changing the focus, creating new ways to compensate your team, giving them the skills to educate not sell and knowing how to present this process you can take your retail revenues to a minimum of 33% of total sales. What will that mean to your bottom line?

Increase Productivity and Service Sales

What does this mean? In a nutshell, good productivity means that when an employee is at work the hours of service they have for sale are at full capacity and that they are working with maximum efficiency to generate what the business needs per hour to profit. Too many times businesses can think they are busy but at the end of the day the money just isn't there. When that happens there can be issues with pricing of services or time allowance for services. My job is to work with you to know what your business needs to make per hour to be profitable and to help you implement the tools to make it happen.

Motivate Your Team

Do you know how to get people excited about their work again? It can be a truly exhausting job if you have to continually motivate your people not to mention the fact that when their motivation comes from you, they then look to you to keep it going. Lasting motivation happens when people become self motivated through inspiration and purpose, self improvement and personal growth. When your people recognize that they have the ability to make a difference in peoples lives and their own they become motivated to make changes. Through fun activity, exercises and inspiration sessions you can help your team discover their true potential, dreams and desires and give them the skills to make them a reality!

Resolve Issues and Conflicts

Leaving employee or company conflicts unresolved can have dramatic effects such as decreasing morale, productivity and sales not to mention that emotional toxins can permeate into your client experience. It won't go away on it's own but there is a way to turn every challenge into an opportunity to learn and grow. Sometimes just learning how to deal effectively with employee behaviors, develop communication methods and practice good listening skills is all that's required to make positive changes. Learn how to be proactive not reactive with your team.

Team Bonding; Get Everyone on the Same Page

Got different pay rates, experience and price tiers that make it difficult to delegate duties? No matter where a person is in your company there is one thing that unites a team, the skill sets we have and the clients we serve. When service standards and the client experience is the goal, employees feel success in every stage of their career. Performance mentoring is what's required to unite a team to achieve common goals.

Become a Team of Peak Performing Professionals

What is a peak performer? Many companies call their biggest earners their peak performers but rewarding people based on money alone can leave them open for failure in the future. A true peak performer is someone who is operating at full productivity, has developed the top level of skill sets and has the behaviors and attitudes to sustain a thriving business. Once we know a person has reached the status of peak performance the next thing to do is monitor and measure the performance to ensure long term sustainability. This is how you help your employees succeed.

\$200 per in salon session, \$150 per tele-session

Team development sessions are conducted in salon, by Skype or by videophone. Each session is 1.5 hours in length and includes training guides or manuals when applicable, recaps of the session and an action plan for the salon/spa owner or beauty school students/staff and their teams.

Distances traveled of more than 150 km are \$600 per day and include 2-1.5 hour sessions. Distances of 300 km+ are \$800 per day and include 2-1.5 hour sessions with a mandatory 2-day training period. Lodging expenses of \$150/day for each day.

\$100 per seat for each individual presentation listed above

The above sessions can be held as presentations at your salon/spa or beauty school. Each seat can be sold at your discretion. Each presentation includes a power point presentation with training guide or management tool and is 3 hours in length with attendees receiving a certificate of education.

Minimum class size is 30 persons.

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Training and Consulting

Interactive Business Solutions



Training for the beauty school student and graduate

Client Building and Retention

Whether you are starting your career in the salon industry or restructuring your existing career this manual provides salon professionals with the tools, templates and exercises they require to build, retain and sustain a salon client base.

- Exercises to determine who the ideal client is
- Marketing strategies to attract the ideal new client
- Templates of marketing tools
- Our signature "**Standard of Service**" (the characteristics of peak performers)

The Standard of Service

Create a lasting impression with this 12 step system that incorporates the actions, attitudes, behaviors and language of salon industry leaders. You will learn how to give a proper consultation, recommend products with ease and ensure client care beyond the salon visit. Guaranteed to secure client returns and retention.

- Perform "wow" consultations that position you as the professional
- The system to lead clients into educated buying decisions rather than "retailing"
- Scripts to create effective positive communication
- Action steps to generate referrals
- Marketing tools to fill up your appointment book

The Salon Professionals Guide

This is the complete career package for the graduate starting in the industry or the stylist, esthetician or salon service provider wanting to take their business to the next level. The exercises in this manual will help you decide with whom you want to be in business, the ideal client. You will learn how to position yourself with the attitude, behavior and image of a professional while incorporating superior service standards designed to create long term client relationships.

- Exercises to create your vision
- Exercises to set realistic goals with intent and purpose
- Exercises to determine who is your ideal client
- Step by step guide to implement superior service standards
- Marketing strategies to attract your ideal client
- Tools to measure your success
- Tools to retain your ideal client and increase referrals

\$100 per seat in presentation and includes all the above in one session

Each presentation includes a power point presentation with training guide. Each presentation is 3 hours in length and attendees receive a certificate of education.

Minimum class size is 20 students or graduates. Distances of 300+km is a \$500 travel expense.

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Private Coaching



Coaching and Consulting

Individual Consulting or Training

\$150

This service is conducted by a salon consultant and is targeted for specific issues, topics or to implement a management tool. Individual consulting sessions are beneficial when a solution is required for the salon or spa owner or beauty school educator experiencing a specific challenge. Each session includes a 1-hour session with recap and action guide to follow up and management tools when applicable. Tele-consulting sessions only.

For more information contact Cheryl at Cheryl@sossaloperatingsystem.com or call 780-437-3441

Monthly Consulting or Training

\$500

Consulting sessions are specifically for the salon or spa owner who want one on one assistance with a salon consultant to uncover the barriers and blocks that can keep them from moving forward in business or to develop the skills required to lead their teams. The sessions are set up to be solution orientated with strategies to set goals and the accountability that comes from working with the consultant. Each session includes 4, 1-hour sessions with recap and action guide to follow up and management tools when applicable. Tele-consulting sessions only.

To schedule an appointment today or for more information, contact Cheryl at Cheryl@sossaloperatingsystem.com or call 780-437-3441.