



Gita McKenna
National Master Coach

"ATTENTION Salon Owners"



NEWSLETTER

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EDUCATION 2010

WEBINAR

JULY we are launching our first of its kind in our industry WEBINAR. A forum for you to log into each month to see and hear how to address those key business growth actions. Call Gita on 1300 735 408 to secure your booking.

CERTIFIED MANAGEMENT TRAINING

to help empower your managers to drive your salons and grow your team. Imagine sending your managers to training that is supported by Govt Funding, well that is what we are offering here. And the best part is, its Salon Advantage information, the information you know works in growing your salons. For more information contact Gita Direct

Business Management Course Educational DVD Series

The self paced business education tool for you and your managers continuous education.

MASTERS CLASS 2010 23-26th April 2010

The full story and pics will be on the website this coming week
www.salonadvantage.com



1300 735 408

"DISCOVER How To Make More Money and Spend less time doing it"

Hi,

It has been a busy start to the year with many great initiatives being put in place since our last newsletter.

Salon Advantage has been working with over 15 Toni&Guy salons nationally gaining some great results with this iconic organisation. Proving that business education is essential for all salons regardless of size or stature. We invited Dennis Langford the owner of Toni&Guy to speak at our Masters Class held in April, sharing with us "How to get to the top of your game, and stay there." An inspirational man that is consistently working on taking his salon group even further.

Our Masters Class held in April was a huge success with 20 delegates attending this years event. There were many highlights throughout the 3 days of education; the full story will be posted to the website this coming week along with pictures of our event.

The feedback from those that attended has encouraged us to look into doing another Masters this year, so we are looking for those interested in attending a two day Masters in September, in Sydney. If you would like more information about this Masters call 1300 735 408 or email gita@salonadvantage.com.

In July we are launching our first of its kind in our industry **WEBINAR**. A forum for you to log into each month to address those key business growth actions. Stay tuned for more information about how you can participate.

NEW! Management Training is being launched by Salon Advantage later this year. Certified Management Training that will help to develop your managers understanding about ways to support and assist you in the growth of your business. Give me a call on 1300 735 408, for the full scoop on dates.

The topic for this newsletter is driven by what I'm seeing out there with so many salons nationally. For many, business has been on the increase and for some it has been slow, there are some common denominators with the salons achieving both, read below and you'll see why.

Businesses Don't Fail People Stop Working Them!

We need to work our business differently today to how we worked it in the past.

With change comes opportunities and challenge. So as our industry grows and changes, we as business people

need to change how we drive our business.

It's important to look at why some businesses push ahead when times change and why some shut their doors. I strongly believe that businesses

themselves don't fail, the people stop working on ways to grow it. By this I mean we all are excited when we start up, great marketing ideas, unique servicing concepts, and are fresh faced when it comes to looking positively towards making the business a success. At first we implement all these ideas and are excited at the opportunities our business has to grow.

Then something happens to all that enthusiasm. Something I've seen happen over the years in many of the businesses I've coached and that is the challenges they once hit head on positively looking at how to overcome, all of a sudden are big challenges that zap your energy and desire to move forward. Wondering why you are doing this, it would be so much easier if only! Some owners doubt they can continue putting in all that effort – they ask – is all this effort worth it?

It's at this point in time in your business that the Vision you had in the beginning really comes into play and is the reason successful people push forward looking for ways to grow the business.

On the other hand if you don't know why you're in business and what you want out of it, then the passion fades and many stop working the business.

The business hasn't failed; the owner has simply stopped working it.

We see quite often owners that go into business passionate about what they're doing, and then get

weighted down with all the challenges, objections and struggles most business people go through.

Yet when they sell the business and someone new buys into the business, all of a sudden that business starts to grow, flourish and make great profits.

Why? Because the new owner is working the business, their excitement and vision to make it better drives the business to become successful. You may have even bought a business that was struggling and turned it around simply because you worked the business when the previous owner had given up.

So are you at the crossroads, complaining that it's all too hard, considering selling or closing your business?

If you are, remember back to why you first went into business. What did you want it to do for you? What did you want from the business?

The financial return you get back from your business is proportionate to the effort you put into it. The right business decisions you make and driving actions you take to make your business a success do pay off, you just need to keep up the momentum and not give up.

“If you want a lot you need to give a lot, if you want a little you only give a little” the choice is yours alone.

In business there are times you might need to take a step back to move forward on more solid foundations. It is looking at what you can control and what you cannot. Sometimes you may need to reduce the size of your team, work with those that want to be there rather than using up your energy on those that would rather be somewhere else and are not being productive. We look at team members as being a business within your business and quite often they stop working on ways to grow also. To be truly successful those you work with need to be keen to be successful.

Many salon owners focus on the things they have no control over and their energy is wasted rather than looking at what they do have control over and

taking action to improve the business. We cannot control the Global Financial Crisis, we can however control how we market and drive our business.

Our industry is emotionally driven to a greater degree, and this can be the downfall of what once was a great business.

Accepting less than your own best as an owner can lead to complacency. Making excuses for why your team does not perform can and does erode the stability of your business.

The tougher road of taking a stand and working with your team to be more productive is one area you do have control over, and if they don't improve, what do you do? There needs to be a line/standard in your business that doesn't drop for anyone or it can lead to you not working on your business even out of sheer frustration.

Stress is caused by uncertainty so to reduce your stress do all you can to bring more certainty to what you need to do to grow your business to its next level.

Recognise that tough decisions may need to be made to keep certainty about where you are heading. Downsizing your team may be one option if your retention of clients is low by a particular team member. Check the retention rate of each stylist/ therapist or all your hard work getting clients to your salon may be undone by your stylist/ therapists not delivering great service and meeting your client's needs.

We so often see when unproductive staff are let go, the business profits do flourish and growth is once again achieved. We even hear feedback about how some of your clients thought poorly about that person. Which again is a heads up that you could have potentially lost clients, rather than letting go an unproductive stylist/ therapist.

The longer you accept staff not meeting their performance criteria the harder it is to address why you hadn't done something about it before hand. Many owners think by being lenient on staff not meeting their targets time and time again will somehow turn around and

that person will miraculously start achieving when it actually is the opposite. That person more often becomes disgruntled when you do call them on their performance not meeting your expectations.

We are only as good as the last service we gave clients, so if one of you have team members that aren't retaining clients and not growing their business within the business, you need to look at doing remedial training to help them turn around and become more productive. If they don't improve, the answer is there for you both to see, they need to either step up or step away.

Your business future depends on you taking action to rectify it sooner rather than later. Other areas that owners often stop working the business is the marketing and promotion of the services/treatments they provide. Momentum with your marketing is essential to keep your business growing. It may be branding exercises, promotions or even linking into social networking to get people talking about you.

Reviewing your financial status at least every quarter by doing a review of the expenses you incur, asking yourself could you reduce some to improve your bottom line profit. At Salon Advantage we show you what the key performance indicators are of what each expense should be to turnover and when you get them in line with what they should be you may be surprised at

how much profit you've been missing out on. Also look at how your income is generated so you can target your training and marketing to the areas you want or need to promote more to keep your business fresh and moving ahead. There are many other areas that we need to continue to drive our businesses and keep our the business fun, fresh and moving ahead. It just takes a little thought and you too can once again enjoy your business and get the financial returns you deserve.

"Businesses don't fail, People stop working them."

To take this action many owners we work with need support, guidance and in many cases confirmation that what they're doing is for the betterment of their business. That's the sort of support, guidance and assistance we offer at Salon Advantage. We help to empower you, the business owner, to take positive steps to grow and work your business. If you're getting paid less than your staff, then you need to look at getting the right advice and support to do what is necessary to work your business and get the financial return you deserve.

We are aware that time is the bandit in many cases, the thing that stops you doing what's in essence got to be done to keep your business strong.

In July we are launching our first of its kind in our industry WEBINAR. A forum for you to log into each month to look for ways to address those key business growth actions.

Your first Information WEBINAR is FREE for you to experience the Salon Advantage Master Coach explain more about our great coaching system and how it can help you to make more money. For more information about how you can connect into this webinar call Gita on 1300 735 408 or email gita@salonadvantage.com

A Webinar is an internet based educational medium similar to Skype with a live stream opportunity to ask

your questions directly to Gita and discuss points being put forward. All you need is broadband access on your computer and a telephone line.

Remember Businesses don't fail – people stop working them.

Onwards and Upwards,

Regards

Gita McKenna

PS With the end of financial year quickly approaching now is the time to meet with your accountant about tax effective strategies you can implement before June 30th.

TIP:

To improve your June figures look at doing some marketing now. Winter is primarily that time of year that does take a hit with sales. One great initiative would be to promote your Winter Colour Collection. Do this with a Winter Colour Service Menu, have your seniors brainstorm what great techniques you are delivering on your clients and transcribe them into your very own colour service menu that is printed and placed on some of your stations. You can follow it up with a story in the local newspaper exciting people about your salons creative colour initiatives.

If you want to make a price pointed promotion out of it you can also do up Winter Colour Packages Menu as a way of encouraging new clients to visit your salon and existing clients to visit your salon.

For more marketing ideas you can call me personally on 1300 735 408 or email gita@salonadvantage.com, we have some great ideas that are helping many salons grow their business and increase client's visits.