



Gita McKenna
National Master Coach

"ATTENTION Salon Owners"



NEWSLETTER

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EDUCATIONAL CALENDAR 2009

- ✓ **Edward Beale** Industry Legend is presenting **"Getting Bums on Seats" Marketing That Really Works**
 - Run in each state
- ✓ **Trouble Shooting Business Sessions**
 - Run in each state
- ✓ **Business Management Course – Leadership Strategies is being run in March** in Qld, NSW, Vic & SAust

DATES ARE ON THE WEBSITE

NEW TOOL Business Management Course Educational DVD Series

Masters Class
16th 17th 18th May 2009
for more information simply
Go to our Website
www.salonadvantage.com

 1300 735 408

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

Salon Advantage is Celebrating It's 10th Anniversary

Salon Advantage celebrates 10 years as our industry leaders in business coaching for hairdressers and beauty therapists. Over the past 10 years we have worked with over a 1000 salons and been able to help many of these salon owners not only realise higher profit margins, yet receive industry and state awards for their business achievements. True testament to the robust nature of our education and support.

To kick off our celebrations we are excited to announce that **Edward Beale** an Industry Legend approached us to work with us this upcoming year to bring to you nationally Salon Advantage presents **"Getting Bums on Seats"** with Edward Beale. His presentation covers Time Proven Marketing that Really Works. Dates for his presentations in each state:

Vic 12th March
SA 16th March
WA 17th 18th March
NSW 23rd 24th March
QLD 29th 30th 31st March
To book simply call 1300 735 408 or email me on gita@salonadvantage.com to reserve your spot today. Numbers are limited so be quick...

We are also launching our invitation only **Masters Class** in May 2009 open to owners and managers that have worked the Full Salon Advantage Coaching Program through their business in the past 10 years. We pride ourselves on being the innovators, not imitators

and believe that is why our program remains real to salon owners delivering profitable returns consistently. For more information about our Masters Class being held at the Sunshine Coast Qld you can visit our website. Again we have limited spots for this seminar so be quick to book today.

When you look at how exciting the year ahead is for us as an industry you would fully understand the reasoning behind our very full business education calendar.

IBISWorld is one of our main resource tools to ensure the information we refer to is fact based and relevant to today's economy and industry market. We received confirmation just in the last week from IBISWorld that we are on track as an industry to achieve our projected 5.3% increases in turnover as an industry. Though many may have doubted the information when it was delivered nationally mid last year through our presentation "Turning Real Profits from Industry Trends". Clients want to come to you and spend what is considered a smaller dollar spend to make themselves feel better, more special without breaking the bank in today's economy and it is the smart salon owners that are tapping into that trend and making strong growth and profits. We have salons currently increasing their bottom line profits by as much as 115%, you can be one of those people by taking note and taking action now by addressing some of the areas listed below to

ensure you maintain strong solid growth.

Areas that have been identified by the IBISWorld Report that need to be consistently developed are areas that work on the back end management of your business. The very area's we at Salon Advantage pride ourselves on ensuring is relevant to you and easily understood so you make the step and do what needs to be done relevant to your business position in order to grow your bottom line profits. No empty promises, just cold hard facts with the back up of a program that has proven itself time and again to deliver exactly what each salon owner needs to get to the next level in their business.

Some of the areas in particular you may want to do a health check on are:

1. Your **business plan** and ongoing development of the business. Is it in place, is it written down and do you have a plan to achieve those goals you've set yourself this year? The laws of attraction are relevant and have been delivered not only to myself yet to other salon owners that have taken the time to do it. You get to where you really want to go and get the rewards you planned for not just what is left over. So it makes sense when you are doing up a business plan that you are specific about what you really want to achieve in your business for this year and beyond.
2. **Cash flow Management** we don't urge you to be reckless with the management of your

business, rather be real about the turnover of income and expenses so the cash flow is healthy. One way to do this is to do a quarterly budget review, when you do up your BAS. Simply transfer your figures into our budget planner and you will see if you have made a profit or a loss for this past quarter. Are there areas you need to reduce costs or are there areas you could increase to boost your income. The unique feature of our budget planner is that it costs in all associated taxes you pay so it is covering all expenses.

3. **Building a Loyal Client Base** by looking after your existing clients and attraction of new clients. Building a satisfied client base that returns to your salon is an area to focus both yourself and your team, to look for ways to continually improve your level of service. An area that you don't want to fall down in today's competitive market is to not deliver your promise of exceptional service every visit. To remain vigilant and look at ways you can drive new clients into your salons. Enrolling your team in this process means you work as a team to make it happen. As quoted in the IBISWorld report, price based competition for the most part is owner initiated rather than customer driven. So look at ways you can move away from price based only competition, and offer quality services and some value added, higher priced services to your business.
4. **Leadership Development** of both yourself and your team overall. To manage staff resources to ensure they maintain appropriate skills both technically and through better communication with clients and the team. It is true in our industry that 80% of what we do is communication and 20% is technical and by goodness you want to make sure your technical is sharp up to date and of the highest standards. Work on yourself and your senior stylists to continually look for ways to improve overall styling skills consistently. We have such a discerning client now and they know great work when they experience it, they also know

average or substandard work when they get it too. If you are constantly looking at ways to get more clients then a good place to start is to look at the service and skills that your team and you are delivering to your clients. Some salons don't experience drops in client numbers because their work is speaking for itself and the clients are walking talking advocates of the salon. This is one area that can take time to develop however it does pay off in the long run to produce strong consistent profits and a happy balanced team.

5. **Developing a strong training culture** in your business means clients are assured you are staying ahead of the rest and upskilling consistently. This is important considering our world is moving even faster than ever and people don't have time for getting bad service or shoddy work on their hair. They want and expect the best every visit.

These are just 5 areas that will ensure you will make more of 2009, by simply going through a basic checklist of each area and measuring how your salon stacks up could mean higher profits in your bank at the end of the year. "What you can measure you can manage".

We like to keep it simple and step by step based when it comes to developing salon business and rest assured if you do this you will profit.

Over the past 10 years since Salon Advantage was developed and taken to the market place, I would have loved a dollar for every salon owner that said to me or one of my coaches "I wish I knew this years ago, I just think about all the money I threw away because I didn't understand the simple steps to make this job a business.

As part of our 10th Anniversary Celebrations we have launched our **NEWLOOK Website**
www.salonadvantage.com

I wish you all great success throughout the year

Gita McKenna