

BUSINESS OWNERS

# DAY 4 WORKBOOK



# 5 Day Mini Course



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The Positive Vision Consultant

# THE STRATEGY

Right, now we have evaluated where we are, we have a vision for where we are going, we have a master plan, now we need a strategy!

## TOP TIPS

- Once you have completed the work book go on that day's video and comment done.
- Please keep all questions for the Q & A post
- I will be live in the group at 7:30 am accountability morning session
- I will be live at 8 pm to answer questions - Bring a beverage of your choice!

The Task today is to answer the questions below

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## Day Four

Now we know how many customer's we need each month to hit our target, we need to work out a strategy to get to our goal. If the figure from yesterday's work book of how many clients you need to service was unrealistic we need to make some changes.

The three key indicators in your business are:

- the clients average spend
- the frequency of visit
- Attract & Convert clients

Now I want you to score yourself below out of ten on each particular area

1 = Seriously needs improvement

10= I'm smashing this already

The areas that have scored the lowest are areas you need to focus on with your strategy to get to your goals

When you have finished don't forget to comment on the day 4 video.

Tick the boxes on each area ranking yourself from 1-10

AREA OF BUSINESS	1	2	3	4	5	6	7	8	9	10
PRICING										
AVERAGE SPEND										
MONITORING STAFF KPI'S										
REBOOKING RATES										
ATTRACTING NEW CLIENTS										
KEEPING EXISITING CLIENTS										
ARE STAFF EARNING 3 X THEIR WAGE										
RETAIL										
FREQUENCY OF VISIT										
CONVERTING CONSULTATIONS										
UPSELLING										
SALES TRAINING										
CONSULTATIONS										
KNOWING YOUR NUMBERS										
TIME MANAGEMENT										
MANAGING STAFF										
MANAGING YOUR FINANCES										
REFFERAL SCHEME										
INCENTIVES/COMMISSION STRUCTURES										

Once you have done your checklist work on the 3 areas that you have the lowest score in. Once you have improved ALL of those 3 areas then move on to the next 3 areas with the lowest score.

Here are some helpful tips on how to improve in each area:

### **PRICING**

Have you made sure that you are totally covering all your costs per treatment, this includes your overheads like rent, electric, business rates, etc? Do your prices reflect the cost for your time? Does your treatment prices include the cost of your staff's time and still make a profit? Are you fully booked and cannot fit anymore clients in? Then its time to increase your prices.

### **AVERAGE SPEND**

Could you increase your clients average spend by adding on extras to your current list of services? Treatment menu add on's go down really well with clients who like to upgrade to the deluxe version of a treatment! What could you add on to your current services for an extra £10? What would an extra £10 on your clients average spend mean to you over the year?

### **MONITORING KPI'S**

Do you know which key performance indicators you should be measuring in your business? If you have staff or work alone you should be monitoring your KPI's. A few key area's you should be watching is;

- your ability to convert new clients, so from consultation into treatment.

- Frequency of visit- how often do your clients come in?
- Making sure the average spend per visit is hitting your target goal
- Re-booking rates- are clients re-booking after every appointment for their next.

### **RE-BOOKING RATES**

Are you or your staff re-booking clients after every treatment? Do you have a target re-booking rate? Look at ways you could improve your current re-books, could you have a system to help get clients re-booked with minimum effort?

Instead of asking the client "would you like to re-book?" Tell them "Okay sally, i'd like to see you in 4 weeks is a Monday or Tuesday good for you?"

### **ATTRACTING NEW CLIENTS**

Do you have a campaign for attracting new clients? If you do, Is it currently working? Are you tracking the new client's and asking where they heard about you?

Do you have an offer for new clients only? Do you have a referral scheme? Is the campaign running throughout the year? are you doing paid adds on google? Can people find you on google organically? If not, how can you improve your SEO on your website? Are you active on social media?

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## **ARE YOU KEEPING THE CLIENTS YOU HAVE?**

Are you monitoring how many clients you are losing? We all lose clients every day its normal to lose 20% of your clients due to personal circumstances, moving out of the area, etc but if you are losing more than 20% then are you asking yourself why? Are you regularly surveying your clients once or twice a year to check if they are happy with your services? Are you adding enough value?

## **ARE YOU/STAFF EARNING 3 X WAGE?**

In order for you to run a profitable business your staff need to be earning 3 times as much as they cost you. So if you pay them £2,000 a month their target should be £6,000 Are they hitting it? Do your staff have targets? Are they effectively communicated and monitored on a daily, weekly or monthly basis?

## **RETAIL**

What is your retail sales like? Are customers purchasing on a regular basis? Is there a system for consultations that includes retail? Are you/your staff talking about the solution that retail can give to your client? Longer lasting treatment results? maintenance? Are you tracking how much everyone is retailing? If retail is low, ask yourself why? Do staff use the products themselves? Is your retail display attractive?

### **FREQUENCY OF VISIT**

in order for you to fully maximise your sales potential and clients results, are the clients coming as often as recommended? What can you do to shorten the length of time in between appointments? Could you pre-book there next 6 or 12 appointments? Can you set up an automated email from your booking system that reminds the client to book in?

### **CONVERTING CONSULTATIONS**

How many consultations are you/ your staff converting in to regular clients? Are consultations being sold into a full solution or are they just having one treatment and dropping off the face of the earth? Do you need a system for your consultations? Does there need to be more training on how to nail a consultation? Are you finding out why the client didn't want to go ahead? Are certain members of your team always giving the same excuse, " she didn't have the money!" or " he's going to think about it!"

### **UP-SELLING**

Do you have a system or process for up-selling? Whether its offering to upgrade to the deluxe version of a treatment, cross promoting additional services, adding retail. All members of staff should know what treatments could be cross promoted to maximise each sale, even if they are not trained in this area. For example- waxing client is in for her monthly wax, could she convert into a laser client?

### **SALES TRAINING**

Do you or your staff need extra sales training do they feel comfortable and confident in recommending services and products? Do they know that if they are not offering the full solution to client they are not doing their job properly?

Could you add in some regular monthly training that will help build confidence, I personally find practising through role play really helps. Could you bring in an expert to train your staff in sales?

### **CONSULTATIONS**

Do you have a step by step process on how each consultation should go? Are staff delivering so much value in consultations that their conversion rates are really high? What is amazing about your consultations? What can you improve on? Have you asked for feedback from clients that didn't convert?

### **KNOWING YOUR NUMBER'S**

How well do you know your number's? Break even point? Gross turnover vs your net turnover? How many leads do you need to attract in order to grow your business year on year? Could you do a short course on business? Are you dedicating some time to learn outside of the salon environment?

## **TIME MANAGEMENT**

How well are you managing your time? Do you find you never have enough time in the day? To improve your time management split your tasks to do into high performance tasks (tasks that are going to move your business forward) and Low performance tasks (tasks that are not really going to make a huge difference on where you are going) make a plan that your day will consist of more High performance tasks and minimal Low performing tasks, that way you are always moving forward in your business and will feel like you are using your time wisely.

## **MANAGING STAFF**

How well do you feel that you are managing your staff? Could you think about adding a quick 5 min huddle in the morning to get them focused for the day? Do they know their targets each day? Do they know how well they are doing? Do you communicate this on a white board ? Are you having quarterly progress reviews? Do you run yearly appraisals? Are you having one to ones? group meetings on a regular basis?

## **MANAGING FINANCES**

Could you improve your money management skills? A really good book is "Profit First by Mike Michalowicz" check it out if you haven't already. A great podcast to follow is The Money Podcast by Rob Moore. Invest some time each week learning on how to improve managing your finances.

## **REFERRAL SCHEMES**

What schemes do you currently have in place? Are you actively promoting your referral scheme to your clients? Are you actively seeking testimonials? Are you tracking your referral schemes? Are you asking clients to tag your page on social media? Are you asking clients to suggest and recommend you?

## **INCENTIVES/COMMISSION STRUCTURES**

Do you currently have a commission structure in place to help motivate and inspire your team? Is it clear and easy to understand? are staff regularly hitting and earning commissions? Have you surveyed your staff asking them what types of incentives they would like? Day's out? vouchers? money? time off?