

ASSESSING YOUR SALON'S COLOR BUSINESS

SALON: _____

OWNERS: _____

DATE: _____

SDP: _____

You can assess your salon's color business in 10 minutes.

Ask the following four questions, make observations and then use the answers to discuss opportunities for improving your color business.

1 STEP ONE: ASK QUESTIONS

A. FRONT DESK: how are color services priced? is it consistent? how is pricing determined?

B. FRONT DESK: are your color services scheduled accurately and consistently? why or why not?

C. FRONT DESK: do the colorists/stylists charge for toning?

D. COLORISTS: do you ever run out of the color/enlightener/developer you need? how frequently?

2 STEP TWO: OBSERVE

THE COLORMIX AREA:

- is it organized, clean?
- under/over stocked?
- are there bowls with leftover color?

3 STEP THREE: DISCUSS

REVIEW THE THINGS YOU HAVE LEARNED.

- pricing of color services
- inventory management
- waste of color product
- color services given away

4 STEP FOUR: COULD HEADMAPPING® HELP YOUR SALON?

If you have inconsistent pricing of color services.

If you could improve your professional color product inventory management.

If you have wasted color product or

If you are not charging for all color services on a consistent basis,

The HeadMapping® Hair Color System will provide you with a method of operating to resolve these issues once and for all.

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