

state beauty supply presents

STYLIST BUSINESS BOOTCAMPS

powered by wheel of success

... tailored specifically for your growth.

As stylists continue to grow their technical competency, they tend to overlook the other side of that equation, which requires honing in on their business development. In a world and industry that is constantly changing and evolving, the WOS is the one thing that remains timeless in growing your business in our industry.

referral bootcamp

When was the last time you measured your monthly referrals? Are you currently stuck in your career, finding it more difficult to find new guests? As time and marketing strategies progress, we must be more open-minded as to what methods put more clients in chairs! Come and learn the importance of how your referral business will grow a lifetime of clientele for you.

DATES & TIMES:

2.15.16 10am – 12pm
8.22.16 10am – 12pm

pre book | retention bootcamp

In order to succeed in both, you first and foremost need to know the difference between Pre Book and Retention. With new guest retention at a staggering low... what are the core behaviors that we need to set in place to not only keep our new guests, but pre book our existing. In return, allow yourself the peace of mind that there is more money at the end of each month, to ensure your overall quality of life.

DATES & TIMES:

2.15.16 1pm – 3pm
8.22.16 1pm – 3pm

STCR | add on services bootcamp

As our industry becomes more and more fragmented, it is important to take back those in salon services that you were once providing. Learn how to get your guests back in the habit of requesting additional in-salon services from you. Establish the core behaviors needed to grow your STCR to new heights.

DATES & TIMES:

4.18.16 10am – 12pm
10.17.16 10am – 12pm

retail bootcamp

Yes, it is part of our job in completing the overall service experience with our guest. Learn where the disconnect occurs and where the opportunity begins. It's as simple as changing our thinking...to one that's educating your customer, rather than selling them. As the big box stores continue to grow, learn how to take back that retail guest that once purchased their professional products from you.

DATES & TIMES:

4.18.16 1pm – 3pm
10.17.16 1pm – 3pm

investment: \$40 per bootcamp

location: state beauty supply – millpark

statebeautystl.com

locally & family owned
serving salon professionals since 1967

