

Date: _____

ROI PROFIT PLANNER



Bi-Monthly Promotions Grow Profits While Educating and Energizing Stylists & Guests.

- ✓ Refer to 'Surface Strategic Game Plan' for Bi-Monthly Promotions and Education Plan.
The 'Service Focus' should present the introduction to the 'Retail Focus'. POM is the promotion of the month and AWARENESS is a promotional product that has a special 'need' as per style or hair care.
- ✓ ROI 'Return On Investment' smart purchases are based from projects of per stylist / salon sales.
EXAMPLE: Stylist sees 100 guests in a month _ project 2 out of 10 to purchase the product 'unit' = 20 units
Salon has 3 of these similar stylists _ 3 stylist's x 20 units = 60 units to purchase.
Salon Sales \$ - Unit Investment \$ = SALON PROFIT ROI \$
- ✓ When promotions contain multiple products consider the number of retail units each stylist will sell.

Service Focus: _____ **Retail Focus:** _____

ROI Pre-Order:

1. _____ # _____ per stylist x _____ stylists = _____ Units to purchase

Sug. Retail Per Unit _____ Total Projected Sales _____ - total cost _____ = _____ **Salon ROI**

2. _____ # _____ per stylist x _____ stylists = _____ Units to purchase

Sug. Retail Per Unit _____ Total Projected Sales _____ - total cost _____ = _____ **Salon ROI**

3. _____ # _____ per stylist x _____ stylists = _____ Units to purchase

Sug. Retail Per Unit _____ Total Projected Sales _____ - total cost _____ = _____ **Salon ROI**

4. _____ # _____ per stylist x _____ stylists = _____ Units to purchase

Sug. Retail Per Unit _____ Total Projected Sales _____ - total cost _____ = _____ **Salon ROI**

5. _____ # _____ per stylist x _____ stylists = _____ Units to purchase

Sug. Retail Per Unit _____ Total Projected Sales _____ - total cost _____ = _____ **Salon ROI**

Service Promotion Purchases:

_____ Services _____ per stylist x _____ stylists = _____ Units to purchase

_____ Services _____ per stylist x _____ stylists = _____ Units to purchase

POTENTIAL REWARD POINTS ON PURCHASES: _____

NOTES: _____

EDUCATION: _____