

my  surface®
HAIR HEALTH ART

SUCCESS journal



5 keys to success

1. GET YOUR CHAIR FULL
2. COMMUNICATE EFFECTIVELY
3. DO GREAT WORK CONSISTENTLY
4. GUESTS LOOK GREAT AT HOME
5. RETENTION

A 20x20 grid of small gray dots on a light gray background. The dots are arranged in a regular, repeating pattern across the entire image.

In Salon	Home Care
1.CUT	1.SHAMPOO 6. HOLD
2.COLOR	2.CONDITIONER 7. SECOND DAY
3.TEXTURE	3.LEAVE-IN 8. NAILS
4.STYLING	4.WET STYLING 9. SKIN
5. SPECIALTY TREATMENTS	5.DRY DETAILING 10. OTHER

i can, i will GOALS

my why



WHERE AM I?

CURRENT WEEKLY INCOME

SERVICES

HOME CARE

CURRENT WEEKLY GUEST COUNT

WHERE I WANT TO BE

WEEKLY INCOME

SERVICES

HOME CARE

WEEKLY GUEST COUNT

HOW DO I GET THERE?

A large grid of dots for notes, with a column of orange dots on the left side.

A large orange-outlined arrow pointing to the right, intended for a 'my why' statement.

1 month

6 month

12 month

MY HOW



5 keys to success

1. GET YOUR CHAIR FULL
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MY TIME

MY NOW

MY AWESOME

MY PERFECT



9:00	HAIRCUT & STYLE \$35	H/C & STYLE \$35 CURLS BAKE \$15 HIGH GLOSS RINSE \$15	H/C & STYLE \$35 CURLS BAKE \$15 HIGH GLOSS RINSE \$15 <i>home care 3 units</i> \$105
9:30			
10:00	NEW GROWTH HAIR COLOR \$70	NEW GROWTH HAIR COLOR \$70 HAIRCUT \$35	NEW GROWTH HAIR COLOR \$70 HAIRCUT \$35
10:30		<i>home care 2 units</i> \$70	MAX REPAIR TREATMENT \$20 <i>home care 2 units</i> \$70
11:00			
11:30	BALAYAGE HAIRCUT \$120 \$35	BALAYAGE HAIRCUT \$120 \$35 TONER \$25 COLOR CLARITY SHINE TRMT \$35	BALAYAGE HAIRCUT \$120 \$35 TONER \$25 COLOR CLARITY SHINE TRMT \$35
12:00		<i>home care 2 units</i> \$70	<i>home care 4 units</i> \$140
12:30			
1:00	STYLE \$20	STYLE \$20	STYLE \$20
1:30		REFUEL, RECHARGE, REFOCUS	REFUEL, RECHARGE, REFOCUS
2:00	HAIRCUT & STYLE \$35	H/C STYLE \$35 GLOSS RINSE \$15 <i>home care 1 unit</i> \$35	H/C STYLE \$35 GLOSS RINSE \$15 <i>home care 2 units</i> \$70
2:30	NEW GROWTH HAIR COLOR \$70	NG COLOR HAIRCUT \$70 \$35 AWAK SCALP FACIAL \$20	NG COLOR HAIRCUT \$70 \$25 AWAK SCALP FACIAL \$20
3:00		<i>home care 1 unit</i> \$35	<i>home care 3 units</i> \$105
3:30			
SERVICES # 7 \$ 385		SERVICES # 15 \$ 580	SERVICES # 17 \$ 625
HOME CARE # 0 \$ 0		HOME CARE # 6 \$ 210	HOME CARE # 14 \$ 490
# OF GUESTS 6		# OF GUESTS 6	# OF GUESTS 6
# REBOOKED 6		# REBOOKED 6	# REBOOKED 6
# HRS AVAILABLE 7		# HRS AVAILABLE 7	# HRS AVAILABLE 7
# HRS WITH GUESTS 5		# HRS WITH GUESTS 7	# HRS WITH GUESTS 7
# ADD-ON SERVICES 0		# ADD-ON SERVICES 8	# ADD-ON SERVICES 10

\$385 DAY

\$790 DAY

\$1,115 DAY



SERVICES	#	\$
HOME CARE	#	\$
# OF GUESTS		
# REBOOKED		
# HRS AVAILABLE		
# HRS WITH GUESTS		
# ADD-ON SERVICES		

SERVICES	#	\$
HOME CARE	#	\$
# OF GUESTS		
# REBOOKED		
# HRS AVAILABLE		
# HRS WITH GUESTS		
# ADD-ON SERVICES		

SERVICES	#	\$
HOME CARE	#	\$
# OF GUESTS		
# REBOOKED		
# HRS AVAILABLE		
# HRS WITH GUESTS		
# ADD-ON SERVICES		

WALKING THE TALK

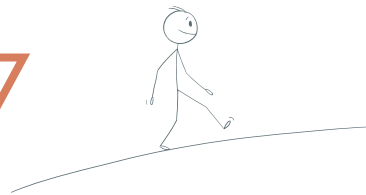
week of:

Who is supporting me?

Surface Support

my why

Who am I supporting?



SERVICES # \$

HOME CARE # \$

MONDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

TUESDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

WEDNESDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

THURSDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

FRIDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

SAT/SUNDAY

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ON SERVICES

SERVICES # \$

HOME CARE # \$

my weekly totals

GUESTS SERVED REBOOKED HRS AVAILABLE HRS WITH GUESTS ADD-ONS

"little things don't mean a lot, they mean everything" -Wayne Grund



SERVICES		HOME CARE		GUESTS	REBOOKS	HOURS	ADD-ONS
#	\$	#	\$	#	#	AVAIL/BOOKED	#

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

Totals

measuring my SUCCESS

<u>SERVICE \$</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=AVG SERVICE \$ TICKET
<u>SERVICE #</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=AVG SERVICE PER GUEST
<u>HOME CARE \$</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=AVG HOME CARE TICKET
<u>HOME CARE #</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=HOME CARE UNITS PER GUEST
<u>REBOOKED #</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=REBOOKING %
<u>HRS BOOKED</u>	÷	<u>HRS AVAIL.</u>	=	<input type="text"/>	=PRODUCTIVITY %
<u>ADD-ON #</u>	÷	<u>GUEST #</u>	=	<input type="text"/>	=ADD-ON SRVS PER GUEST

GROWTH

guide

SERVICES
PER GUEST

HOME CARE UNITS
PER GUEST

REBOOKING %

PRODUCTIVITY %

ORIGINS

1.25

.5

50%

50%

CORE

1.5

1

60%

75%

CULTURE

2.0

1.5

70%

80%

PRODUCTIVITY &
REBOOKS AT
80%+ for 3
consecutive
months
= Raise Prices



GROWTH

guide

SURFACE BELIEVES THAT BEAUTY PROFESSIONALS DESERVE TO EARN ABOVE AVERAGE INCOMES, AND TO DO SO WITH PRODUCTS THAT RESPECT THEIR PERSONAL HEALTH AND THE EARTH.

Guests Look Great at Home

HOME CARE UNITS PURCHASED	% OF REBOOKING
0	3%
1	30%
2	60%
3	90%

Do Great Work Consistently

	ORIGINS	CORE	CULTURE
Services SERVICES PER GUEST	1.25	1.5	2.0
Home Care HOME CARE UNITS PER GUEST	.5	1	1.5
Rebooking % OF GUESTS THAT PREBOOK NEXT VISIT	50%	60%	70%
Productivity % OF TIME AVAILABLE VS. ACTUAL TIME WITH GUESTS	50%	75%	80%



PRICING GUIDE

Price Adjustment Guide

HAIRCUT PRICE	BELOW \$50	ABOVE \$50
RAISE ALL SERVICES	10%	5%

Raise Prices when PRODUCTIVITY & REBOOKS are at 80%+ for 3 consecutive months

↓ Post on vanity six weeks before price increase ↓

Congratulations Jane!

Due to demand of Janes services her prices will be increasing \$_____ as of _____
We appreciate you being our guest! On your next visit you will receive complimentary one of the following Surface treatments best suited to your needs

Purify Max Repair
Awaken Scalp Facial
Color Bonding Treatment
Curls Moisture Bake
High Gloss Rinse

Possibilities to Serve

SUGGESTED SPECIALTY TREATMENT PRICING GUIDE

PURIFY & MAXIMUM REPAIR	=50% OF HC
AWAKEN SCALP FACIAL	=25% OF HC
CURLS MOISTURE BAKE	=25% OF HC
TRINITY COLOR BONDING TRMT	=25% OF HC
COLOR CLARITY SHINE TRMT	=25% OF HC
HIGH GLOSS RINSE	=25% OF HC
COLOR ADDITIVES	ONE SHOT \$20+
	BASSU OIL \$5
	TRINITY TONIC FREE

SUGGESTED PRICE WHEN PERFORMED WITH ADDITIONAL SERVICES

AWARENESS-RESPONSIBILITY-PROCESS