

## **Spring Clean Your Salon**

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Spring is a great time to reassess & freshen what needs to be updated & changed – why not take your team on a 'Salon Tour' to uncover what needs attention & to help you create some procedures on the standards expected in your business. If you get your team involved with a tour of the business everyone can get involved to help raise the bar. Rather than exhausting yourself by telling employees what needs to be done this fun exercise will highlight areas that need polishing to keep customers happy & to keep your therapists environment fresh – remember first impressions count.

Take this checklist & add your own ideas to make the 'Salon Tour' part of your 1/4ly routine to ensure it becomes an ongoing structure to continue to maintain & rejuvenate your business presentation.

### **Your 'Salon Tour' Checklist:**

On a scale of 1 – 10 (1 lowest 10 highest) rate your current standards & then plan an action to list to improve!

#### **External**

- Do you have salon signage that is current?
- Is your phone number obvious?
- Do you display your services externally?
- If you have a website is it on your signage?
- What is on your front door?
- Do you need everything that is listed above on your front door?
- Are the business hours clearly displayed?
- What is at your front door entrance?
- How does this support your business?
- What is in your right, left & or centre display window?

#### **Internal**

##### **Displays**

- Are your display's current?
- What message do these displays send to the customer?
- When you enter the business what is the first thing you see?
- Are your shelves well stocked with products?

- What 1<sup>st</sup> impression does it offer?
- How could this be improved?
- Are the premises immaculate – clean, fresh & inviting?
- What does your phone message say?

### Information

- Are your customers filling out information to ensure you have their correct details?
- Do you know how your customers find you?
- Do you follow-up clients when they fill out your information?
- Are you collecting email addresses?
- How do you know if your customers are happy with their salon experience?
- Do you do customer surveys?
- What do you do with positive & constructive feedback?
- Is your treatment menu current?
- Are you due for a price increase?

### Sound

- How loud is your front door beeper?
- What noise is your phone making?
- Are your therapist's shoes quiet?
- Is your music appropriate?
- Is it consistent?
- Is the washing machine noisy?

### Therapists

- Are the team wearing uniforms?
- Are the uniforms fresh & clean?
- Are therapists shoes neat & well kept?
- Is each therapist using the skincare the business promotes?
- Are therapists wearing the latest seasonal makeup?
- What are the grooming standards for hair & jewellery?

### And behind closed doors.....

#### Floors

- Are the floors clean & hygienic?
- Are the corners, skirting boards, under tables, beds & chairs dust free?
- Are the floors safe?
- Are there any cords or rugs that can be tripped over?
- Are the floors slippery?

## **Beds & Chairs**

- Is the bed stable?
- Is it comfortable?
- Does the bed move when performing a treatment?
- Are the covers clean & changed after every client?
- Is the bed wiped down with hospital grade disinfectants?

## **Table/Trolleys/Cupboards**

- Is the furniture stable & safe?
- Are all wheels functioning on chairs & trolleys?
- Is the furniture disinfected on a regular basis – top to bottom?
- Are there any loose coverings that need to be changed frequently to keep the area fresh? i.e.: dental bibs
- Is the trolley/table/cupboard neat & in easy to work with to save time?
- Are the products easily assessable?

## **Walls**

- Are the walls clean?
- Is the paint in good condition?
- Do the walls insulate noise from the other cubicles?
- Do you display posters on your walls to promote your business – are they in good condition?
- Are your posters current?
- Are they framed or block mounted?
- Is there shelving to display current promotions?

## **Ceiling**

- Is the ceiling in good condition?
- Does the ceiling have an air-conditioning duct – is it clean?
- Are there any cobwebs?
- Any handprints from workmen accessing roof tiles?

## **Equipment**

- Is all equipment in working order?
- Does each piece look clean & fresh?
- Is all equipment being used?
- What can be done to relaunch the forgotten equipment?

## Products

- Are the products clean?
- Do you have sufficient stock – professional & retail?
- What products are slow movers – what can be done to boost sales?

This checklist is just the beginning of areas to explore but so far however what have you noticed? What needs to be refreshed or done differently? Take the time to plan & action one or more areas noted each day & be sure to delegate responsibilities to therapists as you are conducting the 'Salon Tour'. Never do it all yourself as this leads to exhaustion & an increase in your stress levels – Spring is a great time to share what needs to be done & to start the season with a fresh approach!



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