

Surviving the Christmas Rush

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Christmas is a favorite time of year for most with an abundance of family & friends, parties, extravagant food, presents & lots of customers looking for treatments & gifts! This is our peak trade period & with it draws the financial rewards & the bonus of happy customers. We also face the real challenges of coping with the overload of demand on our beauty therapists, our internal resources & of course the energy drain on ourselves!

With the busy Christmas season upon us we need to be sure we are well equipped mentally & physically to cope with the load that will without doubt present itself. Being organised for the Christmas tidal wave is essential - to keep our health, performance & happiness in check & to be sure we all make it through the festive season with minimal down time.

I am often asked how to keep staff motivated – what are other salons experiencing in terms of motivation in the workplace & is the therapist's level of motivation 'normal' in their workplace?

Motivation starts from the top & travels with the speed of light to the other people in the business, however make no mistake motivation is owned by an individual but also enhanced by those around them. Motivation is contagious because it shines when we love what we do in our work & is represented in our customers' true experience. Motivation is the invisible energy that is wrapped in every step we take & is seen from afar by everyone who passes our way. Motivation can be seen as a first impression when the customer enters the business to tidying a room for another team member or emptying the bins without being asked – motivation is a broad term with a common denominator – energetic people in motion! If we take responsibility for our own motivation we can always search for ways to be self motivated & look for opportunity in our workplace.

"People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily." Quote by Zig Ziglar

A daily **motivation top-up** is essential & here are some basics to get the day rolling:

1. **How is your self esteem?** The way you see yourself makes a difference & the belief you are an 'expert' in your role builds integrity for yourself & adds more strength in the credibility of the beauty industry. On a scale of 1 – 10 where do you sit, how can you strengthen the way you see yourself?

2. **Do you set goals?** What is planned comes to life, having a picture of where you want to go will keep you on track & motivated. Setting small goals daily help to keep our mind focused on achievement is ideal so we can measure our success daily. Our potential sits in the palm of our hand, look around you, who is willing to take your hand in theirs to help you move forward?

3. **Do you notice when you do well?** Simply acknowledging that you have made a small step forward is important – frequently we tend to notice what is left to be done rather than what we have done well already. What have you done well lately, keep a journal of successes & top up daily.

4. **Do you communicate effectively?** Our 'nonverbal' communication or body language is approximately 70% & we haven't even opened our mouth! It goes without saying that how we are perceived becomes a reality to those around us & is often a deciding factor whether our customer will buy, return or recommend us. When tone is 20% of our communication & our words are only 10% - being conscious of our communication skills are vital. What area of communication do you need to work on?

5. **Do you go the extra mile?** Take the time to enjoy others, listen to their stories, successes, fears, dreams & needs. How can you have an impact on someone today to add something small to their life? Imagine giving the gift of time to someone who just needs to talk, opening the salon door to welcome a customer, a glass of chilled water on a hot day - all precious offerings in today's busy world. What will you do to make a difference to someone else today?

As we spiral into the festive season our motivation & energy levels are paramount so reducing stress by being organised with therapist & business needs will help ease the pressure for all involved. The use of a **Christmas Checklist** is an essential asset to ensure smooth operation & will definitely decrease your stress levels because your plan will be prepared – make the most of the checklist below to take charge of your outcomes.

The 4 key areas to focus on are:

1. Business analysis
2. Employees
3. Customers
4. Stock & resources

Business Analysis

- Check last years figures & forward plan salon increase expectation
- Organise Christmas targets & goals for salon & individuals
- Compare last years rosters to this years requirements
- Check last years customer numbers
- Check last years average customer sale & set the new benchmark
- Check last year gift voucher sales & plan increase
- Do not discount gift packages, add value but do not discount
- Gifts under \$20 & \$50 – price points & beautifully wrapped stock to reflect lower price points for impulse gift purchasing
- What worked well last year & should be repeated?
- What needed improvement & what needs to be done to ensure smooth operations?

Employees – The ‘heartbeat’ of your business success, treat with CARE!

- Team Meeting planned ideally Sept/October to discuss Xmas plans
- Rosters organised & rosters agreed – public hols/pay rates
- Time off well planned in advance (Sept, Oct, Nov, Jan)
- Trained on Xmas promotions/products/treatments/gift vouchers/powerbooking/upselling/retailing/time management
- Asked in advance to contribute to gift voucher ideas
- Trained to cope with additional Xmas ‘load’
- Energy boosters for optimum health organised i.e.: powerade/spring or bubbled water/nuts/dried fruits/chocolates/other treats/meditation CD's/deal with local coffee shop arranged for brief time out
- Targets increased & implemented – employees understanding of new goals
- Christmas gift voucher targets
- Bonuses inline with target expectations
- Retail & Christmas displays/decorations organised
- Stock needs & tracking of stock to avoid lost sales
- Supplier last days of operation
- Newsletters to announce gift voucher packages, hours of operation, promotional specials, etc
- VIP event to offer specials/ gift vouchers & to thank clients
- Allocate employees to areas of efficiency. I.e.: speed waxing, spray tanning, nails, displays, retail, banking, cleaning, stock refilling, etc
- Usual salon/spa duties outsourced ie:washing, cleaning, phone support
- Marketing opportunities organised with shopping centres & local retailers
- Employee treats to thank them for their extra efforts. I.e.: flowers, chocolates, cards, noticing that they go the extra mile that you CARE!
- Prepare a motivational program & incentives for January to start the year positively.

Customers – Customer Care vs. Customer Service – a huge point of difference.

- Clients notified about Xmas by flyer, newsletters, email/post
- Invited to VIP event – see attached information on 'how' to run your event
- Corporate clients alerted to available rewards for their employees
- Client special treats in the lead up to Christmas week
- Rebooked well in-advance to meet Christmas treatment deadlines
- Told about gift vouchers & alerted to the value of giving the gift of 'time out'
- Gift giving made easy with gorgeous packaging – male & female
- Are your customers going on holidays? Sell them skincare to cope with harsh salt water or skiing conditions, sun blocks & lip & eye creams. Nail polishes for party toes, travel kits.

Stock & Resources

- Do you have enough - Professional Supplies i.e.: wax, strips, spatulas, bags, professional products, retail stock, testers, towels, cleaning aids, water for the bubbler, tea, coffee, christmas treats, retail signage, sampling, posters, credit card rolls, gift vouchers, Christmas wrapping, cards, tags, ribbon, tape, scissors, tissue paper, fancy pens for gift vouchers,? What else do **you** need to check? Start writing your list today.

Make the most of the festive season with motivated, memorable experiences for employees & customers alike by going beyond expectations – everyone benefits. Remember when the tinsel & decorations are long packed away & the champagne bottle makes a welcome appearance that each 'star' in the team contributed to the survival & success of the Christmas season – a job very well done.





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Committed to positive performance of individuals

Sharyn Raiti is the director of **Mentor Management** & offers industry specific Business Coaching & Training to assist with team building & business development. **Mentor Management** offers special packages tailored to suit the individual needs of your business. Sharyn has formal qualifications in Training, Coaching & Beauty Therapy with over 20 years experience. **Contact Sharyn on 0410 691 910** or sharyn@mentormanagement.com.au or visit www.mentormanagement.com.au,