

Guest Retention & You!

No matter how you look at it, the size of your paycheck, your job security, and your future earnings, are solely dependent, upon you, the Designer. Not your salon and not your Salon Leader.

Guest Retention, is by far the biggest factor controlling all that denotes success in this beauty industry.

As a Designer, Guest Retention Skills will determine the following:

- *How fast your paycheck will grow, as it is more productive to retain the Guests that you have serviced, than to always be looking for new ones.*
- *The speed with which you gain income security by building a strong Guest following.*
- *Your ability to raise your prices in order to ensure future financial growth without working longer hours and harder days.*

*Success has less to do with the number of New Guests you are given,
and more to do with retaining the ones you have touched!*

The Top Designers in any salon:

- *Are consistently busy, booked, and working with a waiting list.*
- *Are constantly adding at least 1 New Guest to their book each and every week.*
- *Have Guests that consistently purchase the products they recommend.*
- *Do at least 50-60% Chemicals.*
- *Pre-book 80-90% of all Guests*

These results are due to the following skills Top Designers have mastered:

- *The ability to retain Guests above the average stylist.*
- *Having extraordinary consultation and communication skills.*
- *The willingness to work to gain New Guests through referrals and marketing tools.*
- *The willingness to work at attempting to pre-book each and every Guest.*
- *Understanding that all of these factors grow their business.*

More on this subject in the future...

