

Salon Owner's Newsletter

HELPING SALON OWNERS MEET THE CHALLENGES OF SALON OWNERSHIP WITH CONFIDENCE

March 2008 Issue



Publisher:
Jon Gonzales



2872 Coast Circle #202
Huntington Beach, CA 92649
800-390-4237

e-mail:

hcds4you@aol.com
www.hcgs4you.com

**“Education is our
business,
Excellence is our
standard!”**

Next issue:

**The need for unity
among Salon Owners**

Instilling a Team Environment

As leader of your team, instilling a team spirit is a prerequisite to establishing a positive and professional salon environment. A house divided will create a negative and unprofessional salon environment for staff, clients and management. No salon can experience long term growth, stability, and profitability without a team of professionals sharing the same goal and vision. As leader of your team it will be your challenge to cultivate a team vision for your business and your team.

Your business and your staff will succeed or fail as team, period. The benefits of teamwork are invaluable. In a salon where teamwork exists, our valued clients will feel the ambiance of congeniality, where negativity is non-existent. Teamwork and enthusiasm is contagious. Evidence of teamwork creates a positive and professional salon environment that offers tangible benefits to our clients, our staff, and management.

As professionals, we should all do our part to contribute to a team environment by not only making our customers look good, but also make them feel good about

themselves. As professionals we have a wonderful opportunity to enrich the lives of our clients. Everyone on your team should work hard to do their part as a team to make this a reality.

In addition to serving as a formidable management tool, teamwork instills pride with the members of your staff and serves as a valuable tool in preventing many of the causes of staff turnover and staff instability. As captain of your team you must create conditions that foster loyalty and create a happy work environment by showing your team you are organized and committed to a positive and professional salon environment. As a salon owner your challenge will be in helping your team maximize their full learning and earning potential, working hard to help them succeed will help them strive for excellence within themselves and be a key management skill. I urge you to invest in your salon, greatest profit potential – educate your staff. I urge you to read my book *A Hairdressers Guide to Success*. It will serve as a valuable educational tool in helping you instill your team environment. ■

COMBATTING STAFF TURNOVER AND BUSINESS INSTABILITY

Work hard to create a positive and professional salon environment.

Invest in providing quality education and training for your staff.

Hire the right people, develop a comprehensive staff development program, and refer to my book *Creating Your Salon*.

As owner of your business and leader of your team, create an environment of trust and caring, not fear.

Build customer loyalty to your salon; build the reputation

of your salon, not the reputation of the hairdresser.

Provide each member of your team with an employee handbook during their orientation, how you can expect your staff to perform if they don't know what's expected and how those expectations will be monitored. Establish strong work habits and positive attitudes in the beginning of their employment.

As leader of your team, create conditions that foster loyalty. ■

WORDS TO LIVE BY

- Strive for excellence in all that you do – good is not enough anymore.

- Always show a genuine interest and caring attitude about people.

- As a competitive edge make customer service a high priority.

- Don't let your appearance undermine your positive impact on others, if you can not make yourself look good, you certainly will not form a positive first impression Are we not in the business of making people look good?

- Everyday, work hard to improve on yesterday.

- Invest in yourself through knowledge and continuing education; the more you learn, the more you earn.

- By your actions and behavior show your valued client that you're excited and appreciative of their patronage.

- Develop a great personality and strong communication skills by developing strong public speaking skills. Contact www.Toastmasters.org

- You can create a great demand for your services by investing in yourself and skills.

BUSINESS GOAL

To inform, educate committed professionals who want to know more than how to cut and style hair.

BUSINESS TIPS

Employee problems may have begun with a poor hiring process.

Employees who undermine the morale of the salon can easily spread their negative attitudes to others.

Poor employee work habits will undermine a positive and professional work environment.

Redirecting a problem employee can be a better solution than firing them.

As owner of your salon, you must strive to welcome and keep lines of communication between staff and management.

As leader of your team, it is your responsibility to make sure each member of your team is following your salon's educational and quality control standards.

BUSINESS QUOTES

- A commitment to quality must start at the top.

- A commitment to quality makes people proud to work there.

- There is always a better way, your challenge is to find it.

- If you don't keep doing it better, your competition will.

I hope the information will be helpful!

– Jon Gonzales

MISSION STATEMENT

Helping hairdressers, salon owners and everyone involved in the beauty profession reach higher levels of excellence – personally, professionally, and financially.