



Salon Spa Business Solutions

LEVEL SYSTEM FOR ADVANCEMENT Creating a system for advancement within your company “The grass is only as green as you water it”

How do we grow a company?
 How can we keep Staff longer?
 What do people really want from their job?

These are questions we hear often and I believe the answer is simple. People want to work at a business that allows them to grow, that acknowledges success, and has a clear path for the future.

This Level System For Advancement is specific to the salon & spa industry, and provides the formula and structure you can use to create an internal advancement structure, something clear and specific that provides current employees and new hires a clear understanding of the process of growth within the company.

Below is an example of weekly expectations for growth. You will want to determine what success markers are correct for your company such as (Pre-booking, Average Service Ticket, Average Retail Ticket, Retail % to service or PPC) advanced education etc.. the markets you want to be able to clearly track and measure the results.

EXAMPLE OF CLEAR AND MEASURABLE EXPECTATIONS/GOALS:

Weekly Expectations	Jr Stylist	Senior Stylist	Master Stylist	Designer	Owner
Guest Count	20	22	24	25	25
AST (Average Service Ticket)	\$55	\$65	\$85	\$100	\$110
ART (Average Retail Ticket)	0.5	0.5	0.5	0.5	0.5
Pre-booking %	40%	45%	50%	55%	60%

Set a time frame of how long they need to consistently achieve the goals before they are promoted. We suggest you measure results **based on each quarter** with a review and talk about what they need to do to move towards their promotion.

Create/Establish a routine “celebration” that you use to recognize each team member as they reach a promotion. One example is a congratulations balloon bouquet at their station with an e-mail announcement (Help us celebrate _____ she/he has been promoted to _____).



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For the benefit of both your clients and your employees be sure to explain on your website and in your print menu why you have levels and how they are achieved. Here are some examples of ways to explain your level system:

- 1)** These levels are the result of the hair designer's achievements, which are determined by their experience in our salon, knowledge of the business, level of advanced training they have received, and the client demand for their time and services.
- 2)** Service providers vary in terms of advanced training and years of experience. We have implemented a level system to help you chose a service provider that is right for you. Please note that prices depend on the service provider's level. We pride ourselves on our continued/advanced education and believe this is what sets us apart.
- 3)** Based on education, experience and demand the stylist level will increase, which in turn increases that individual's prices. In order to accommodate a variety of guests and budgets, we use a level system to help you choose a team member that is right for you. The level system is based on the stylists' education, experience and demand.
- 4)** Prices for all salon and hair services vary depending on which member of our staff provides your services: (Junior Stylist, Senior Stylist, Master Stylist or Proprietors)

EXAMPLE OF HOW TO LAY OUT YOUR LEVEL SYSTEM:

	Junior Designer	Designer	Senior Designer	Master Designer	Artistic Director	Owner
Women's Haircut	\$45	\$50	\$55	\$60	\$65	\$75
Men's Haircut	\$35	\$40	\$45	\$50	\$55	\$65
Children's Haircut (Ten and Under)	\$30	\$35	\$40	\$45	\$50	\$55

There are many benefits of creating and implementing a level system:

- It allows you so manage individuals expectations and growth
- It increases team retention
- It provides the client an opportunity to choose their level of service

Providing a professional structure and then coaching every person to reach their potential supports your creation of a culture of a committed staff.

We encourage you to recognize in business: some staff members will move on, leave the business, and work for someone else or themselves. Expect and accept that. Don't make your business decisions based on WHAT IF they leave. Stay focused on creating a business that



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has success systems and you will continue to grow your business and the professionals you have on your team.

Always be recruiting new talented professionals to join your business. Keep your eyes on the future even if you don't need someone today, you might tomorrow, so it is better to have some solid resumes in hand when the need does arise. It can take 6 months or more to find the RIGHT person to fit into your team and culture. As a business owner, always keep you line in the water and never stop fishing for great talent.

It is our passion and commitment to help you develop a successful business. If you need support in creating and implementing your level system please call 760-536-9012