



# Self Evaluation!

The process of honest Self-evaluation on a regular basis supports us in our continued growth as professionals. We get busy working and sometime forget to hold ourselves to a high level of excellence. We always want to be pushing ourselves to be the best professional we can be each and every day. This rating is on a 1 to 5 rating system... A rating of 1 is "WHAT" I did not even think about that or know I should be doing that..... OR at the other end a 5 means I do it with every guest/client every time or you may find yourself somewhere in the middle, You can give yourself a 2 or 3 depending how often your "Sometime" happens ☺

This rating is for you to help yourself improve, your openness and honesty will serve your long term success.

## **1. Professional Image:**

Are you dressing to the level of the guest you choose to serve? Are there stains? Would you go out on a 1<sup>st</sup> date wearing what you have on right now? Is your hair and makeup done?

**Rate Yourself** \_\_\_\_\_

## **2. Professional Greeting**

Do you walk up to EVERY guest, greet them with a smile and walk with them back to your work area? Are you using proper language or are you saying something like "Hey girl I'll be with you in a minute ☺

**Rate Yourself** \_\_\_\_\_

## **3. Creating Daily Results**

Are you arriving to work a "minimum" of 15 minutes prior to your start time to prepare for your day? Are you looking over your schedule, adding up what's in it for the day and then creating possibility? How many guests will pre-book? How many will buy retail? What are your possible up sales?

**Rate Yourself** \_\_\_\_\_

## **4. Referrals**

Are you asking for referrals or just handing out a card and hoping they read it? Update your offer to acknowledge the guest with each person they send in (When you refer a friend I will put \$10.00 in your account to spend any way you want as a thank you, and when they send someone do you send a personal Thank You?

**Rate Yourself** \_\_\_\_\_

## 5. Station Presentation

Is your station as clean with the 4<sup>th</sup> guest as it was with your 1<sup>st</sup>? Every guest should have the 1<sup>st</sup> and only client feeling, swept, mirror clean, table spotless, products wiped down and looking new

Rate Yourself \_\_\_\_\_

## 6. Consultation

Do you start every guest with a series of open ended questions to uncover their needs? This allows you to offer new services and solutions. The consultation that will earn you a 1 is "What are we doing today" Or are we doing the same things as we did last time? You are the professional you have to stay in charge and offering professional advice.

Rate Yourself \_\_\_\_\_

## 7. Educating your guests

To earn a 5 in this area you must 1<sup>st</sup> let your guest know you will be educating them through the service and 2<sup>nd</sup> make sure you educate them about EVERY product you are using on them to create the look or effects,

Rate Yourself \_\_\_\_\_

## 8. Invitation to Purchase

Do you know and use "The Success Secret" The secret is if you have educated them all you have to do is make the offer. These are the products we talked about you can CHOOSE what you need... that's it. Do you invite your guest to take home your recommendations?

Rate Yourself \_\_\_\_\_

## 9. Pre-Booking

Are you asking "did you want to schedule your next appointment? (rate a 1) Or are you TELLING them when you need to see them again? I need to see you again in 4 weeks that is the week of Month and date  
Pre-booking 50% of your guests make sure you are serving your guest needs.

Rate Yourself \_\_\_\_\_

## 10 Professional Development

Are you taking technical trainings at least twice a year? Are you taking soft skill training at least once a year? To stay at the top of your game you have to do everything you can to keep your communication and technical skills sharp.

Rate Yourself \_\_\_\_\_

Add all your scores together, out of a **possible 50 points** how did you do? Choose the 2-3 places you scored the lowest and start today working on becoming more effective. As always if you need support or have questions please feel free to call 760-536-9012....Or e-mail to [deb@salonspabusinesssolutions.co](mailto:deb@salonspabusinesssolutions.co)