

Meet, train, ELEVATE

I hear you! You don't have time to train your team, but... you have to MAKE time. Unless you invest the time today to train your team to be a cut above the rest, you'll slip behind. By training them up, you'll build a successful salon that delivers the rewards you deserve. By **Marie Drever**.



AS A SALON owner, you have so many competing demands. Yet, to have a thriving salon or spa, you need to keep all the balls in the air. A big part of that is teaching, training and guiding your team to be the best version of themselves. Great teams are founded on two things: truth and training.

Start working on my four must-do meeting and training approaches every salon owner should be putting into practice. Soon you'll find your team is freshly focused, productive and motivated to help you reach your business goals.

1. Schedule weekly meetings

Regular weekly meetings will change the way your team works. If you do nothing else, this routine alone will set you up for an ultra-organised salon where everyone understands your expectations.

The key is scheduling. Block out time for weekly meetings in your salon, for example, first thing every Friday morning for 20 minutes, before the first clients walk through the door.

All you need is that 20 minutes – make it fun and meaningful, and prepare an agenda so everyone knows you mean business. Choose one topic to focus on, have some relevant notes handy and print some engaging hand-outs ahead of time. Consider asking your team to take turns conducting part of the meeting.

Tell your team how much you value their participation and input. Tell them again. Spotlight team members who have been stepping up. Be generous. Be specific. Praise all wins, big or small, and your team will feel appreciated and valued.

Set the scene: at your first weekly meeting explain your goals and expectations and run through your new monthly training plan (see #4 below).

When you're done, pin up the meeting's minutes in the lunchroom for all to see.

If you're worried about running out of discussion topics, browse these ideas: *the latest facial your offering, prep/plan for an upcoming Saturday bridal party booking, Easter hours, planning a VIP event in your salon, team uniforms, targets, sales reports, product information, upcoming promotions, new marketing prom, how to handle complaints.*

That will keep you going for a while. Now get cracking!

2. Lock-in one-to-one meetings

Each week, give each of your team members 15 minutes of your clear and undivided attention. You'll be astonished by what unfolds. For best results, escape your salon or spa to chat in a nearby café. The four-dollar coffee is a wise investment in your team member (and your business).

Kick-off your one-to-one meeting with an open question: How can I help you? What are you working on at the moment?

Use the opportunity to discuss issues and reinforce your expectations, especially the three Rs: Requests, Retailing, Rebookings.

Employees want (and need) direction. They look to you as leader to provide clarity and boundaries.

For top results, follow my meeting rules:

- Don't presume anything. Find out.
- Listen.
- Agree on a plan and a time-frame.
- Praise growth, no matter how small.
- Continue one-to-ones, even when it seems you have nothing to discuss.
- Keep notes so you know where you left off.

3. Line up morning strategy meetings

Plan and organise the day before it gets away from you. Use the time to set priorities, focus energy and ensure everyone is working towards the same goals, today.

Agree on expected outcomes for the day, such as:

- Individual KPIs, collective targets and plans to reach them
- Promotions
- Future events in salon
- A new service or product to mention to clients.

By rocking a morning strategy session, you can change your day and easily

turn its column from \$300 to \$700. Multiply that across your team, and you're winning big-time!

4. Map out monthly training

In the diary, block out once-a-month dates for team training. For example, the third Thursday of each month from 1-3pm. Not just this month – every month from January right through to December, a whole year in advance. That's right! Training your team takes year-round planning and consistency.

Allocate training topics to your dates and you've created your salon or spa's training calendar. Print out a copy for every team member and pin one on the wall.

Need some topic inspiration? Try these:

- Four sessions on product knowledge, with your skin or product companies on board
- Five sessions on stand-outs (you already know what 'awesome' is; let's not let it slip)
- Advanced skin treatments
- Your salon culture
- Skin analysis
- Ageing skin
- Client care and comfort during a massage
- Prepping a treatment room
- Laser and/or injectables update

Monthly training is all about sharing the load. Invite your team members to take turns sharing their knowledge, skills and professional techniques with the whole team. You'll learn amazing things from one another. And you're encouraging your team to take ownership of their role – an incredibly powerful driver of culture in your business.

Oprah Winfrey said it best: "I think education is power. I think that being able to communicate with people is power. One of my main goals on the planet is to encourage people to empower themselves."

You owe it to your team, to your business and to yourself to make meetings and training sessions mandatory for your team.

Think of it this way: just one hour of meeting time each week accumulates to 52 solid hours of training and engagement over a 12-month period. Imagine the difference that could make to your salon or spa business! ■



For more salon wisdom email ZING Coach Marie Drever marie@zingcoach.com.au or visit www.zincoach.com.au

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We are an Australian company that exports products and training programs to over 40 countries worldwide and have been setting the standards in the industry for over 22 years working with Australia's most respected beauty wholesalers, training colleges and organisations. We pride ourselves in delivering beauty professionals the most revised and up to date training available.

We understand that our industry is growing at a rapid rate and we all need to be providing clients the highest standards in treatments and knowledge. Our affiliations with the world's leading beauty masters and educators, ensures we stay up to date with the latest techniques and trends in the beauty industry. Our courses, manuals and workshops will give you the skills to successfully offer these services in your salon at the highest possible standards.

Our globally recognised training, yet personal approach allows us to deliver outstanding continued support and assistance even after you have completed your training.

We offer both in-salon training and hands on classes at some of Australia's leading beauty and hair wholesalers nationwide in eyelash lifting and eyelash extensions. Our fully qualified team of trainers are some of the best in the business with over 30 years combined industry experience & Recognised Australian Training Qualifications.

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