

BIG MISTAKES

LISA CONWAY LOOKS AT BOOSTING LESS COMMON SERVICES SUCH AS HAIR-UP AND SMOKY EYES TO A WHOLE NEW LEVEL.



What's holding you back in your salon, clinic or spa business? You're working harder than ever, doing a million hours, yet you're not seeing the results you'd hoped for.

You're probably thinking you need to make a big change – maybe invest in a glitzy marketing campaign or a fancy fit-out. What if I told you you'd be wasting your money and that you're not alone?

Success comes from what you do every day in your business. And most salon owners make mistakes every day that contribute to their unsatisfying business results.

Ready to change it up? Read on, and learn about the seven most common mistakes salon owners make every day.

Mistake one: You don't really know your numbers.

I'm fascinated by the creative person's ability to run a mile when it comes to learning their business numbers. The truth about your business is hiding in your numbers – your break-even, your per-client dollar figure, your retail sales, your re-booking rate, and more.

It's easier than you think. Once you understand them, your numbers can tell you so much. Get to know them and see what happens.

Mistake two: You're not getting real about waste.

It might be the product certain team members over-use every time. It might be someone taking too long to complete a particular service.

Product is money. Time is money. Product wasted here and there, regular time over-runs – it all adds up and eats away at your bottom line. Start measuring, setting expectations for your team and following up.

And don't forget to lead by example. Your team takes their queue/s from you. If you're slapping on product like there's no tomorrow or pushing out your client service times, wastefulness becomes embedded your salon culture. And that will hold you back big-time.

Mistake three: You don't have a structure for your salon meetings.

Communication is the channel of change. You need to be having regular one-on-one meetings with every member of your team. Why? How else will you transfer your business smarts to them?

Interacting with your team is a two-way process. Give feedback and ask for feedback. Being on a team that's kicking goals and growing is fun. Let your team contribute and be a part of it.

Create a framework for your meetings. Mark them out in the schedule and don't let anything get in the way. When your team knows you value your time with them, they'll value it, too, and that's when the magic happens. Communication is the key to the vault that will unlock your future.

Mistake four: You don't have a training framework.

Is your salon training haphazard? The answer to most mishaps and challenges is that someone lacked the proper training. A clear, mapped-out training plan, treated as a priority, is crucial to the success of any salon, clinic or spa.

Understanding who needs what training is just the start. The real challenge is setting up a training schedule and implementing it. Your goal should be to have it mapped and scheduled each year before Santa even comes. This makes ending one year and starting a brand new one exciting and stress-free.

Mistake five: You work too hard.

Most salon owners are busy being busy. They struggle to say no and they focus on the wrong thing. Zooming along means they crash and burn, often hating what they once loved.

You're often expected to know what you were never taught. Subsequently, you put your effort into the wrong areas, don't get results and then feel like you've failed.

Learn what you need to do, when you need to do it and why, so you can break the cycle of busy being busy and have a life and business that bring you joy.

Mistake six: You have no systems.

If you don't have clearly defined systems in place, you need to be there every minute to sort out the day-to-day drama. No one else but you has a clue to the processes and protocols, from dealing with unsatisfied clients to replacing the roll in the EFT machine.

Clearly defining your systems so they're easy to understand is the answer. Adopt a focus of 'fix it once. Slow down long enough to write up the HOW, WHEN and WHO of the processes in your salon, clinic or spa.

Systems will set you free. They'll be the turning point for your business and for you.

Mistake seven: You over-market to new clients.

Understanding the difference between marketing to a new client versus nurturing an existing one is key to working smarter and not harder. If you can only tell me the number of new clients you have, and not the number you've lost, then we have a problem.

If you don't find out who left and why, you'll be forever chasing new ones. The quality of the service you provide keeps clients happy; happy clients stay. Before you open the front door, make sure you close the back door first. If you keep losing clients, you'll need to keep chasing new ones and that's an expensive habit to get into. **IN**

For more salon team wisdom, email me at lisa@zingcoach.com.au, visit my website, find my video tips on YouTube or read my latest book *Your Salon Retail: the no-nonsense, no-hype guide to kick-arse retail in your salon business*. www.thezingproject.com.au