



State Beauty Supply | SalonCentric St. Louis

presents

STYLIST BUSINESS

Bootcamps

the biz for stylist... tailored specifically for your growth.

As stylists continue to grow their technical competency over the last two years in front of a computer, many have overlooked the other side of that equation, which requires honing in on their business development. In a world and industry that is constantly changing and evolving, it's imperative for stylist to get a better grasp on their overall business.

JUNE 20TH

9am - 11am
or
12pm - 2pm

REFERRAL

When was the last time you measured your monthly referrals? Are you currently stuck in your career and relying solely on your SM presense to drive more traffic? Are you finding it more difficult to find guests? As time and marketing strategies progress, we must be more open-minded as to what methods put more clients in the chairs! Come & learn the importance of how your referral business will grow a life-time of clientele for you.

JULY 25TH

9am - 11am
or
12pm - 2pm

PRE BOOK | RETENTION

In order to succeed in both, you first and foremost need to know the difference between Pre Book and Retention. With new guest retention at a staggering low... what are the core behaviors that we need to set in place to not only keep our new guests, but pre book our existing. In return, allow yourself the peace of mind that there is more money at the end of each month, to ensure your overall quality of life.

AUGUST 22ND

9am - 11am
or
12pm - 2pm

STCR | ADD ON SERVICES

As fragmented as our industry has become, it is important to recognize what in salon services you were once providing that have diminished. Become aware of maximizing your productivity and educating your clients on the services you provide and more importantly...how to fill your day effectively with them. At the end of the day, you need to understand how effective you are at maximixing your productivity on a daily basis.

SEPT. 26TH

9am - 11am
or
12pm - 2pm

RETAIL

Yes, it is par of the role you play in your career in completing the overall service experience with our guest. Learn where the disconnect occurs and where the opportunity begins. As the online presence and big box stores continue to grow, learn how to take back that retail guest that once purchased their professional products from you. It's time to do more telling...which will ultimately lead to more selling.

LOCATION: State Beauty Supply | 2351 Millpark Drive | Maryland Heights, MO 63043

Classes are COMPLIMENTARY for State Beauty Supply | SalonCentric current permanent color & retail users. Limit to 3 per salon.

