



# YOUR SALON HOLIDAY CHECKLIST



## GET ORGANIZED

- Tidy the front desk. It's the first touch point for clients and sets the tone for appointments.
- Use a daily planner to keep track of your appointments and personal schedule.
- Make task lists and set your hourly, daily, and weekly tasks - we love the **todoist** app!
- When your client mentions they love a specific product or a certain toner perfectly suits them, update the service ticket and take notes to be added to their appointment history.



## PROMOTION

- Curate a holiday retail kit - bundle up your favorite products and sell them to support retail revenue and healthy cash flow!
- Promote color services and treatments by marketing the offer with a festive spin - think '**Holiday Hair Blowout**' or '**Winter Warmer Highlights.**'

***TIP: If you have retail inventory that you haven't been able to get off the shelves, this is a great opportunity to weave it into a deal or service promotion.***



## GET STOCKED

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Take inventory once or twice per week. Task out specific people on your team for consistent and accurate calculations.



Perform **trend forecasting** for weekly and monthly inventory requirements and order precisely what you need so your stock doesn't become bloated.



Inventory stocking goes beyond color! Take regular inventory of your spa snacks, drinks, product carts, hot oils, and more to deliver a superior customer service experience.



## SET GOALS

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Make it a priority to schedule quality consultations with upfront pricing so your customers know exactly what to expect. This also doubles as information you can use to estimate upcoming revenue.



Set weekly and monthly revenue goals for your team.



Conduct weekly and monthly meetings with your team to ensure everyone is staying motivated and working towards the same goals.

***TIP: If you're selling holiday kits, baking in a commission for stylists will help increase motivation, boost sales, and drive up revenue!***