

# C *How Would You Like to* **reate Wealth!** **& Achieve Your Dreams!**

Classic<sup>2018</sup> continues its outstanding seminars on Business Practices and Operations designed especially for **SALON OWNERS and their Managers!** Let our panel of experts show you how to establish, manage, streamline, and market your business to accumulate the wealth of your dreams. Whether you're a novice or veteran Salon or Mobile owner, these presentations are a must! **Included is . . .**



## **Renovating Your Business, parts 1-3 by Carol Fellbaum**

**Does your salon feel like a war zone — but you keep putting off the renovations due to cost and time?** Despite a limited budget [and while keeping her business open], Carol totally renovated her salon within a reasonable time period. In this innovative series of seminars, Carol will share how she accomplished this feat — and how you too can implement a low-budget renovation within a reasonable schedule that will WOW your clients and competition. **Thinking about renovating? Then don't miss these seminars!**

**Part 1 — Fri., 8:00am: Evaluating your Salon — The Walk-Trough?**

**Part 2 — Fri., 10:00am: Developing A Design Plan & Budget**

**Part 3 — Fri., 12:00n: Implementing the Renovation!**

## **My VIP Program (How to book your clients for the entire year) by Charlotte Braddock (Fri., 4:00pm)**

Do you prebook your clients for the entire year? Would you like to generate more money to help pay for unexpected emergencies? In this money-generating seminar, Charlotte will show you how to increase your profitability while decreasing your workload and stress.

## **Workflow & Efficiency In The Salon by Ester Kauffman (Fri. 2:00pm)**

Would you like to finish your work in less time and with less effort and frustration? In this presentation, Ester will show you how to organize your salon to create a effortless, efficient, smooth running operation that will not only save you time and energy, but provide less frustration and will facilitate better profits. Are you tired of looking for your toenail grinders/clippers, cotton swabs, tools, etc., navigating between tables, picking towels up off the floor, and dealing with the daily hassles of an unorganized salon? Then you'll love this seminar. **Wouldn't you like to know Ester's organizational solutions?**

## **House Call Grooming, parts 1-2 by Laura Hearn**

Laura literally wrote the book (House Call Grooming) on how to effectively take your business to your client's homes. In this fascinating two part series, Laura will share her tips and secrets to setting up and operating a house-call grooming service. **Topics include:**

**Part 1: (Fri., 2:00pm)** What is house-call grooming?; "What is the target market & how large is the market share?"; Business hours & scheduling; Client acquisition; Marketing & much more.

**Part 2: (Sat., 6:00pm)** In part 2, Laura will dive deeper into the world of House-Call Grooming. You'll learn about specific equipment needs & transport (including how to build your own bathing system); safety requirements when going into client homes; security issues; and client relations.

## **Establishing Your Identity by Joshua Morales (Sat. 8:00am)**

Do you spend your days cleaning up dirty, matted, dogs? Have easy maintenance trims become a way of life in your salon? Would you like to see more customers with dogs in great shape — wanting breed profile trims? Salons thrive on servicing a broad spectrum of clients — but when the scales are lopsided it may be time to evaluate your customers' perception of you. Are you viewed as a shop that only does easy maintenance and shave-down trims — or are you identified as styling only show dogs? In other words, do your clients view you as a specialty or full-service business? In this thought provoking seminar, Josh will discuss how to "establish an identity" that attracts the type of clientele you desire.

## **What is an SOP? by Melissa Sirianni (Sun. 2:00pm)**

What is an SOP? Is it a procedure, employee hand book, or simply a "Standard Operating Procedure"? In this dynamic presentation, Melissa will discuss standard operating procedures — what they are, what should be covered in them, where you can find samples of SOPs for guidance, and how to draft a "Standard Operating Procedures" manual. If you already have an SOP, bring it. We'll review and build from what you have.

## **The Problem with Clients by Randy Lafoy (Sat. 10:00am)**

**Customer relations is the focus of this seminar.** How do you handle customer complaints? What is the best way to address the pet's problems with their owner (matts, aggression, health issues, etc.)? How do you sound on the phone and what message does your answering machine convey? In this presentation, Randy will provide tips, tricks and his secrets to customer management.

## **Scheduling Made Easy by Randy Lafoy (Sat. 12:00noon)**

Have you ever wondered how to keep up with your appointments without carrying around an appointment book or computer? Let Randy show you how you can use your phone or tablet (Apple or Android) to manage your schedule and appointments. Looking for an easy solution to scheduling, don't miss this outstanding presentation.

## **How to Have Perfect Participation from Your Employees by Charlotte Braddock (Sat. 12:00noon)**

Do your employees call in frequently with excuses why they can't show up and do their job? Are they driving you crazy? Let Charlotte show you how to have excellent participation, attendance and attitudes from your employees. If you are having employee issues, you'll LOVE this seminar.

## **Conflict Management, parts 1-3 by Melissa Sirianni**

When stressed and/or frustrated, it is often easier to fight over small irritating problems - rather than address the real issues. This seminar will teach you how to build a more effective, efficient, and cohesive workplace. Let Melissa help you understand "Salon Dynamics" and how you can shift the paradigm of your business from a war zone to a peaceful coexistence. **All salon owners should put this seminar at the top of their "must attend" list. Programs include:**

**Part 1 — Sat., 2:00pm: Identifying Conflicts**

**Part 2 — Sat., 4:00pm: Conflict Profiles & Resolutions**

**Part 3 — Sat., 6:00pm: Role Playing & Q/A Session**

## **Valuing Your Business by Dara Forleo (Sat. 4:00pm)**

Do you know the worth of your business? If you wanted to sell, do you know how to establish a price? Do you know your gross income, assets, staff, client list, property, length of operation and how all this plays a role when it comes to pricing your business for sale? If not, let Dara show you how to "Value Your Business".

## **Employer/Employee Relations by Dara Forleo (Sun.8:00am)**

Are employees attitudes and work impacting your customer service and your overall workplace environment? Poor performing employees can ruin your day and your business. In this interactive presentation, Dara will share her tips, tricks and secrets for creating the perfect work environment.

## **Specialized Services by Nicole Kane (Sun. 2:00pm)**

In this revenue generating seminar, Nicole will show you inventive ways to dramatically increase your bottom line by spending only a few extra minutes with your clients.

**Note:** The Management Seminar Series is included at no additional cost as part of the "Stylist Deluxe Package". Everyone is invited to attend these outstanding series of seminars! Seminars listed "**Salon Owners Only**" are restricted to salon owners or their Managers.