

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

Classic²⁰¹⁹ 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 . . .**



Blazing Your Path to Success, parts 1-4 by Dara Forleo

In this innovative workshop designed for business professionals, Dara will guide you through the skills and knowledge required to develop state-of-the-art improvements to your salon that will assist your efforts to have a pleasant, efficient & cohesive working environment, while also providing for the safety, health and welfare of the pets. Dara believes that education is not just about a beautiful trim, it is also about the long term well-being of the pets, the pet professionals, the customers, and the business. If you are looking to improve your business, don't miss this extraordinary workshop. Subjects include:

- Part 1 — Thurs., 1:00pm: Managing the Dreaded Changes**
- Part 2 — Thurs., 2:15pm: Coping With Crisis (Risk Management)**
- Part 3 — Thurs., 3:30pm: Operating with Invisible Disabilities**
- Part 4 — Thurs., 4:45pm: All In A Day's Work & Your Personal Life**

Efficiency & The Pet Styling Salon by Esther Kauffman (Sat. 8:00am)

Would you like to finish your work in less time and with less effort and frustration? In this presentation, Esther will show you how to organize your salon to create an 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 Esther's organizational solutions?**

The Truth About OSHA? parts 1-3 by Melissa Sirianni

(Part 1: Fri.. 8:00am) (Part 2: Fri.. 10:00am) (Part 3: Fri.. 12:00noon)

This three part series is intended to help you understand OSHA rules and regulations and how they relate to pet care facilities. It will take you on a front door to back door tour of a pet styling salon with a look at all the "hot spots" that will come under scrutiny. This unique perspective will assist pet care salons to attain compliance with OSHA and PPGSA standards. In addition, Melissa will discuss the PPGSA Safety Standards and how they could affect your business.

- Part 1: The Regulations (Fri.,8:00am)**
- Part 2: The Walkthrough (Fri.,10:00am)**
- Part 3: PPGSA Safety Standards (Fri.,12:00noon)**

How Many Dogs Can Your Salon Take? by Kaoru Nakajima (Fri.. 2:00pm)

How many dogs can your salon take per day while finishing them safely and with quality — 20, 30, 40, 50? In this presentation, Kaoru will help you determine how to manage the volume of dogs being booked into your salon. She'll discuss setting limitations, employee management, when its time to expand and how to avoid "burning out" your employees and yourself. Don't miss a minute of this insightful seminar!

Training Your Employees In Phone Etiquette & Voice Mail

by Randy Lafoy (Fri. 4:00pm)

Customer relations is the focus of this seminar. How do you handle customer communications? How do you and/or your employees sound on the phone or on your voice mail messages. What messages are you conveying to your clients? What you communicate to your clients has a huge impact on your business. Do you or your employees project a message that says "Welcome, you are important to us" - or does it convey that you are too busy to have time for them. In this presentation, Randy will provide his tips, tricks and secrets to successful customer communications. He'll demonstrate how the tone of your voice, attitude, and sincerity can either generate income or drive customers to your competition.

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.

Scheduling From Your Phone by Randy Lafoy (Sat. 12:00noon)

Have you ever wondered how to keep up with your appointments without carrying 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, then don't miss this outstanding presentation.

Burnout! How to Spot this Career Killer, parts 1-2

by Chris Anthony (Part 1: Fri., 2:00pm) (Part 2: Fri., 4:00pm)

This is too stressful! Why am I doing this! we've all felt this way at one point or another. Burnout is an insidious problem that slowly creeps into our lives. One does not simply wake up burnt-out. It takes time. Let Chris help you to identify the symptoms of burnout in both your business and personal life. — She'll then teach you techniques and provide simple tools to help you combat and prevent burnout! If you've ever: (1) spent more time preparing meals for your pet or family than yourself, (2) ate that dinner over the sink or while trimming a dog, (3) "held it", until you thought you would burst, (4) put everyone's needs above your own, (5) can't remember the last time you "groomed" yourself — **THEN THIS SEMINAR IS FOR YOU!**

Fabulous Finishing Touches & Self Promotion Through Social Media (Expanding Your Brand) by Delise Knight (Sat., 8:00am)

You don't have to be the best groomer or stylist in your area, you just have to be the best at self-promotion and building relationships with your customers. In this seminar, Delise will show you how accessories and marketing on social media can set you apart from the rest. She will show you how fast, easy and fun accessories will give you a step-up on your competition. Everything from bows, frills, feathers, hats, bandannas, nail polish and even a little color will be covered. In addition, Delise will give you tips on promoting your business through facebook, community service, and keeping up on the latests trends to establish your business as the preferred choice in your community. Delise believes that when you combine quality work with quality customer service, it promotes consumer confidence, trust, and reliance. **This seminar is sure to be informative and FUN!**

Providing Excellent Customer Service without being a Doormat (The Warning Signs) by Chris Anthony (Sat., 10:00am)

Customer service has come a long way, as have customer expectations. We want to please our customers, but how do we do this without letting them walk all over us? Is it even possible? An even better question would be "how do we accomplish this, while maintaining a polite, professional demeanor? In this ground-breaking seminar, you'll learn how to determine when to go that "extra mile" for your customer and when to "stand firm". In this class, Chris will discuss how to cultivate the clientele you want — as well as show you how to train your most difficult client to appreciate you without succumbing to what we really want to say. **Frustrated with some of your clients, let Chris show you how turn those monsters into pussy cats!**

Look there's even more Super Educational Business Seminars



Pardon Me, Do You Speak Customer? by Chris Anthony (Sat., 12:00noon)

Most customers retain only a fraction of what you say —and your terminology may seem totally foreign to them. Great communications is much more than catch phrases and a smile (smiling always helps). In this outstanding seminar on customer relationships, Chris will introduce you to some new techniques and methods to improve communications with your clientele. She'll address issues such as how to explain to an overindulgent owner that their sweet, cuddly baby —“Precious”, transforms into a devil, ready to attack, when you attempt to clip the nails, clean the ears, or simply try to handle her. Chris will also show you how to turn your professional vernacular into layman's terms. **Want to understand how to better communicate with your clients? — then you'll love this entertaining seminar!**

Social Media Marketing Workshop, parts 1-3 by Cindy Baccus, CSMA, eMA

Just like marketing your business offline, you must take time to strategize and develop a plan to market your business online. Social media can be a time waster if a plan with time saving tools are not implemented correctly. Let Author of several books, professor at Collin College, and owner of a highly successful social media and leadership coaching business, Cindy Baccus will show you how to increase your business through the implementation of a successful social media marketing plan. If you aren't using social media to market your pet care facility, now is the time to start! **This three part series includes:**

Part 1: The Busy Groomer's Guide to Social Media Marketing (Sat., 2:00pm)

Includes: (1) Time saving tools to help with your social media management, (2) Low cost advertising strategies, (3) Understanding how social algorithms calculate your content and accounts, (4) secret strategies to increase your raving fans, (5) social media options, and more.

Part 2: How to Successfully Promote Your Business on Social Media (Sat., 4:00pm)

Includes: (1) creating the best call to actions for your ads, (2) understanding the Ad Design requirements for all social platforms, (3) ad templates just for your business and target niche, (4) walk-through creating an audience target that will bring you fans, (5) “Google My Business” and how this platform is connected, (6) determining a good budget for paid social advertising and much more.

Part 3: Bringing Your “Raving Customers” into Your Digital World (Sat., 6:00pm)

Includes: (1) new instagram local business profiles, (2) new strategies for shopping ads, (3) “tagging” and how it benefits your business, (4) rules to follow when creating contests and promotions, (5) reviews, reviews, reviews, (6) easy to use and **FREE** images for developing creative ads, and more!

Pet Stylist Vs. Veterinarian by Shawn Gaddini (Sat., 2:00pm)

Understanding the role of a Pet Stylist versus a Veterinarian is the key to a good working relationship. It will assist your understanding of professional responsibilities, liabilities and limitations enabling you to provide your clientele with informed advice while assuring a healthy working relationship with the veterinarians in your area. It also helps to avoid misunderstandings and unnecessary liabilities. If you'd like to foster better relationships with the veterinarians in your area — then this enlighten presentation is for YOU!

The Problem with Clients (Discussion and solutions to handling your most difficult clients) by Kaoru Nakajima (Sat., 4:00pm)

Ever had a client you want to fire? Then you will love this presentation! **Subjects include:** 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.)?; and When to fire a client. In this presentation — plus much more. Kaoru will provide tips, tricks and her secrets to customer management.

W-2 Vs. 1099c Vs. Booth Rental — Do You Know The Difference? part 1-2 by Geri Kelly (Part 1: Sat. 4:00pm) (Part 2: Sat. 6:00pm)

If you don't understand the difference between a W-2, 1099c or booth rental employees, your business may be at risk with the IRS. In this class, Geri will define the classifications for each of these categories and the pros, cons, and rights of the employer and employee within each category. She'll discuss independent contractor vs. employee and will explain the IRS requirements. Don't be blindsided by an IRS audit and the subsequent penalties should your staff be misclassified.

Elite Pet Grooming, parts 1-2 by Geri Kelly (Part 1: Sun., 12:00noon). (Part 2: Sun., 2:00pm)

Set yourself apart from your competition! This class will show you how to operate a highly successful and profitable store front Pet Salon — scheduling one dog at a time. In this presentation, Geri will cover branding, marketing, pricing, scheduling, software to help build and manage your business, client policies, hiring, fair pay for employees, and employee policies and handbooks. Stressed by too many dogs and too little time? Then this is the seminar to attend!

OnLine Marketing by Crystal Hammond (Part 1: Sun., 2:00pm)

How would you like to dramatically increase your business through simple, easy, fun and innovative social media tools. If so, you will love this presentation! In this age of technology, the days of phone book ads and flyers are quickly disappearing. They are being replaced with “word of mouth” advertising on facebook, twitter, instagram, etc. through the social media craze. If you'd like to jump into social media marketing but still feel intimidated by the technology, **Geri will eliminate the mystery while demonstrating that the transition really can be fun.**

A special **“Salon Management Certificate”** will be issued to individuals who attend twelve (12) or more of the business seminars.

If you are a Salon Owner, Manager or want to open a Pet Styling business, we highly recommend that you attend this extraordinary series of seminars!