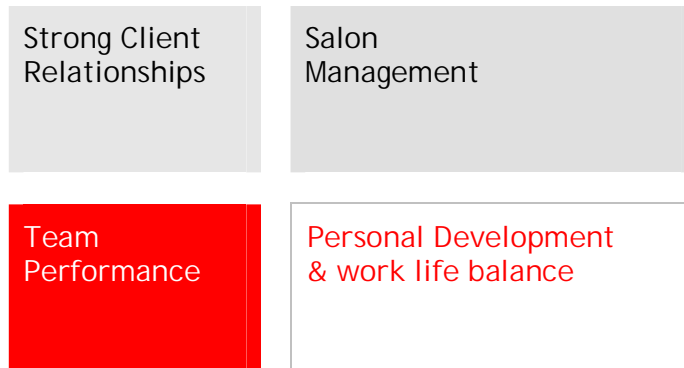


The Super Salon Questionnaire

Introduction – what is this questionnaire?

The Super Salon Questionnaire is a tool a tool to assess different segments of your business impartially. Use it to identify areas of your business to focus on.

The key areas are



Instructions

Answer each question.

- If the statement is true, tick the box.
- if it is not 100% true leave it blank (until you've done what it takes for it to be 100%).
- Only tick the box if the statement is virtually *always* true for you - if it is only *sometimes* or *usually* true, it doesn't count.
- If the statement doesn't apply (so therefore can never be true) then tick the box. These questions are not relevant for you and we only want focus on aspects that need to improve. No cheating!
- Add up the number of ticked boxes and note the total at the end of each section.
- Transfer the total of each section, along with the date, to the Tracking Sheet (page 2). As you work the programme, your totals will change.
- Use the tracking sheet to view your progress. Do it again next week or when appropriate.
- The idea is to keep going until all boxes are filled. This process may take 10 days or 12 months but if you work steadily at it you can succeed.
- What matters is that you are moving forward and achieving results.
- Use your coach to help plan your strategy and maintain your focus.



Tracking Sheet

This is your Progress Record

Put your totals from each section into the boxes at an interval you are comfortable with. This might be weekly fortnightly or monthly – but stick with it until you honestly can say you are 100% for each tick.

This is only completely valid when you do this at your team meetings and the whole team agree the performance level to the standard set.

Date	Comms	Managemt	Team	Pers.Devp.

Acknowledgements

I have taken this concept from other coaching sources & modified it. A version of it called *The Pracitce Checklist* was created by the late Thomas Leonard during his time at Coach University. The questionnaire was modified by Philip Cohen and Laura Hess, coaches and partners in Sparck International. I saw it used to great effect by Chris Barrow founder of the Dental Business School and coach to coaches.



How good is your communication?

Clients *come* to a salon by recommendation ie because of your reputation, or because of availability –you are convenient for them because of where you are.
They *stay* because of the service they receive and the relationship they develop with the salon and the stylist(s) they deal with.
Customers expect you to be a good communicator!

Tick the grey boxes & add up the ticks at the bottom

We ask, listen to, and we hear what my clients want

We anticipate clients' concerns before they voice them

We fully involve clients in style decisions We always offer options

We always explain what it will take to maintain the style/ colour

We respond directly to questions

We speak clearly, simply and without jargon

Someone warmly welcomes each caller and client to my salon, immediately

Team members have communication skills training

A client is not just a customer We treat clients with concern and respect

We show interest in our clients by remembering things of interest to them

There is complete trust between us and our clients

We use conversations and surveys to involve clients in our improvement

We manage our time well - waiting is virtually non-existent

Clients view our service as valuable, safe and friendly

Clients leave feeling they have had the very best service available anywhere

Clients know we want (and expect) honest feedback about their experience



Team members have completely resolved all dissatisfied clients



Our clients believe that quality, consistency and care is our primary concern



We aim to establish and maintain lifetime relationships with our clients



We don't gossip or make disparaging statements about our clients



We send out a regular newsletter or announcement to clients



Clients are never alone for long periods in the salon



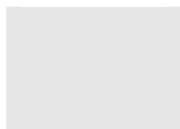
We don't discuss one client in front of another



Phones are answered professionally, by a person. Callers don't wait on hold



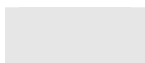
Number of ticks



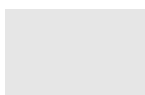
How well do you manage your salon?

How you operate your salon alters your effectiveness, profitability and enjoyment.

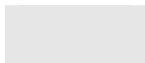
We quickly refer clients whose needs we cannot meet easily



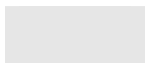
Our patients keep their appointments – if they miss, we ring them to rebook



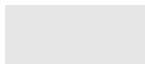
We refer clients who bring out our worst side or where there is discomfort



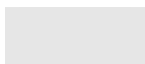
We are experts at presenting the Hair Styling & Care Plan



We have a programme to reactivate past clients



We receive ? % of our patients via referral (do you know?)



Our clients know all the services we offer





Clients know the type of customers we are looking for (& refer them)

We call or thank the source of every referral

We make it easy for new clients to contact us

We have written material, like a card or brochure, for clients to give others

Our salon aims to achieve through teamwork

We have learned how to make a profit on all work performed

Mistakes are handled immediately and without judgement or consequences

Our salon is clean, neat and well kept. It represents us well

We have a wonderful loo

Our salon is well equipped with all standard equipment at each chair

We have the right accountant, solicitor & coach etc who aid our profitability

We have a Welcome Pack for new clients

Our clients know our mission

The salon is in good enough shape to sell

Bank reconciliations are complete and up to date

All income, sales, property and payroll taxes are current

All bills are paid on time

The accounts are well run and/or we use a superb book keeping service

We know our exact financial position at the end of every week

The salon is more profitable than others in the same geographic area

The salon has a manual that fully explains all procedures & protocols

Number of ticks

How is your team performing?

Team members need encouragement to be their best. They also need direction and freedom to do their jobs. Providing a supportive environment for your team's personal and professional development increases loyalty, improves morale and enhances their involvement in your salon's success.

Our belief is - work hard but maintain work life balance & emotional health

We have a strategy to make this an emotionally cost-free salon

We rely on user-friendly systems and checklists to monitor our performance

We compassionately but firmly inform our clients if they behave badly

We only hire people with the best work ethic and team spirit

We recognise coaching and learning as the basis of increasing team success

We have a system to publicly acknowledge achievement & success

We support each other through pregnancy birth & childcare needs or illness

People queue up to work with us because we have a happy workplace

ALL OUR TEAM...

- Have warm, comforting and sensitive phone, reception and chair-side styles

- Receive training and feedback on their interpersonal style

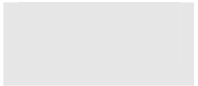
- Know and understand the value of what we do and purpose of our business



- Know the meaning of Value-Added service
- Are absolutely clear on their roles and responsibilities
- Take responsibility for managing their goals & areas of responsibility
- Operate as a *team* and therefore communicate openly & honestly at all times
- Are excellent! They are skilled, motivated and integrated and make me proud
- Take regular continuing education programs
- Practice and teach high level communication skills
- Are responsible for getting their jobs done and their needs met
- Have mutual respect for other team members
- Are well paid, have fair benefits and some form of profit share
- Never complain or blame but solve problems constructively & positively
- Look for ways to increase production and revenue and improve the salon
- Attend team meetings & ensure they are productive and meaningful
- Support each other by filling in when needed
- Have a regular review of their feelings goals and achievements (at least quarterly)



Total ticks





Personal Development

The quality of a hairdresser's work and the success of their salon depend heavily on high well-being - physical, emotional, mental and spiritual.

I speak the truth as I see it I don't withhold, lie or exaggerate

I delegate some office responsibilities so I can focus on being a leader

My personal excellence is reinforced through continuing education and/or coaching

I have a plan in case I am disabled or die

I don't get distracted or diverted from my primary life roles

Work is work and not my life

I am adrenaline free I am not driven

I put aside plenty of money so I can be financially independent early

I have the property, liability, life and disability insurance appropriate for me

All my policies are reviewed annually for value & effectiveness

I have a plan for my retirement and sale of my salon

I know my net worth

My personal relationships are healthy and happy

There is no one in my life I want to avoid or dread spending time with

My commute to work is enjoyable

My work is fulfilling and satisfying

I walk or exercise at least three times per week



I am not putting up with anything unpleasant in my work environment



I live within my current financial means I don't worry about money



My Will is up to date



I have a circle of friends & family who appreciate me for who i am, not for what I do



I am a person of my word - people can count on me



I MANAGE MYSELF & PRIORITISE MY TIME SO THAT I...



- Spend quality time with my family and we enjoy each other very much



- Have space to find a fresh perspective, innovate, learn and improve



- Am strong happy & healthy with regular physical exercise & recreation



- I have fun outside of my work, every day



- I make full use of my holiday time, pursuing non-work related activities



TOTAL TICKS

