

# THE SALON JEDI RECEPTIONIST

*How to Stop Loosing 5 Figures  
or more from your Reception*



by Caroline Sanderson -The Salon Jedi

# CONTENTS

**INTRODUCTION ..... 3**

**WHY 'NOT' HAVING A RECEPTIONIST IS COSTING YOU THOUSANDS ..... 5**

**3 REASONS WHY 'NOT' HAVING A RECEPTIONIST IS COSTING YOU CASH EVERYDAY ..... 8**

    SCENARIO 1.....8

    SCENARIO 2.....9

    SCENARIO 3..... 11

**YOU COULD BE THROWING MONEY AWAY..... 12**

**THE TRUE WORTH OF A GOOD RECEPTIONIST ..... 13**

**FINAL THOUGHT ..... 14**

### Copyright

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the author or publishers.

## INTRODUCTION

**H**i, I'm Caroline Sanderson - also known as The Salon Jedi. In this report I am going to walk you through why 'not' having a Salon Receptionist is costing you literally tens of thousands of pounds/dollars.

I don't have a 'receptionist' in my own salon, I use the term 'Client Manager' instead of Receptionist because our client manager is SO much more than a typical 'receptionist,' but for the purposes of this report I will use the universal term Receptionist.

Our Front of House Team won British Hairdressing Business Awards - Best Front of House Team, led by our rock star Client Manager Carla Zebrowski. At the end of this report you will get a chance to have a FREE Front of House Strategy Call personally with Carla.

Enjoy the report and prepare to be gobsmacked at how much you are losing not having a 'receptionist'.



### SHOULD I EMPLOY A RECEPTIONIST?

This is the million dollar question salon owners around the world ask themselves. Most salon owners (not all) see a receptionist as only being there to answer the phone and they think - "Well hey, there is always someone around the salon who can answer the phone so I am saving myself a fortune by not employing a receptionist."

### WRONG! : YOU LOSE CONTROL OF RECEPTION AT YOUR RISK.

Reception is the life force of your salon, no question. Lose control of reception or choose to have an inexperienced staff member to answer the phone and it could be costing you literally tens of thousands of pounds or more per year - not saving you the salary you think you can't afford to pay them!



Salon Jedi understand that a strong receptionist will grow your salon profits at warp speed. I believe they will cover their costs from day ONE if trained properly in the Salon Jedi System.

I'm Caroline from Salon Jedi and I can honestly say, from over 20 years of experience in the business and with all the testing I've been doing in my salon (which is trading RIGHT NOW):

A receptionist is an absolute goldmine for you and a must if you are serious about blasting your salon profits beyond anything you have ever done before.

What do we mean?

Think about it - every client that comes into your salon or calls your salon has to and will have contact with your reception!

That means the first impression and last impression from your salon is at reception. Also reception is the place where money is made, where cash is created and where business is built. Get reception wrong and you WON'T build columns or business.

I have created this mini report for you to show you EXACTLY what a receptionist can do for you TODAY.

## WHY 'NOT' HAVING A RECEPTIONIST IS COSTING YOU THOUSANDS



Does this sound familiar in your salon?

You have no receptionist so when the phone rings:

- A) The stylists who are not busy or person closest to the phone will answer.
- B) Your assistants answer as the stylists are either too busy or too lazy to get to the phone.
- C) No one answers as you are too busy, so an answering machine speaks to your client.

D) You do have a receptionist who answers the phone but she does not have a complete system in place like:

- Open up
- Prepare salon for day
- Direct junior staff and talk to seniors about columns
- Answer phone to make appointments
- Ring clients to confirm appointments
- Check appointment book
- Arrange columns and check for staff sickness
- Take cash at till
- Look after weekly cash
- Bank cash
- Welcome anyone walking in (this is the face of your salon)
- Sit clients down and look after them with drinks etc
- Inform stylists
- Give client what they need to get them comfy
- Hand out referral vouchers
- Hand out salon cards
- Control promotions
- Organise stand-by
- Do the daily Facebook posts
- Send any promotions and direct mail
- Organise lunches
- Organise meetings with perspective Joint Ventures
- Control appointment book and double check all appointments are filled

- Pre-sell appointments - in other words ask outgoing client to book next appointment for next visit
- Re-sell next appointment say for technical work. She could ask if stylist has recommended colour etc and if they have receptionist could ask if they want to book in
- Thank clients for using salon
- Manage staff, sickness unprofessional behaviour etc
- Manage juniors
- Manage laundry
- Get drinks and make sure menu is up to date and all drinks are available
- Manage waiting area
- Call clients
- Retail management
- Close retail sales
- Stock control
- Manage computer and records
- Manage salon mail in and out
- Replace flowers
- Take coats
- Bring clients coats
- Organise drinks menu
- Re-order stock
- Smiling face

E) You wonder if your receptionist is an extra wage you can do without? If you answered yes to ANY of the above then what I am about to reveal will change your ideas about reception FOREVER.

## 3 REASONS WHY 'NOT' HAVING A RECEPTIONIST IS COSTING YOU CASH EVERYDAY



Imagine this:

### SCENARIO 1

I am a new client who is scouring the yellow pages, internet etc trying to find a new salon to get my hair done. I call your salon first but I get no answer just an answer machine saying leave a message and you will get back to me! YOU HAVE JUST LOST A POTENTIAL CLIENT! - WHY?

You need to think like the customer - Hmmmm am I likely to leave a message then stop trying other salons?

NO!

I would carry on and call the next salon, who answer within 3 rings and answers all my queries.



Ask yourself how many times in a week you do NOT manage to answer a call when you have no receptionist?

## WHAT IS THAT ONE CLIENT WORTH?

Based on an average of 6 cuts, four colours and four products per year in our Jedi salon our clients worth is £542. I know BEFORE we had a receptionist we were missing at least 10 calls per week - meaning a total of 520 missed calls per year!

Lets say that 10% of those calls were genuine potential clients calling - that's 52 missed clients per year x £542

That's a total loss of £28,184!

Fill out the table below and work out what this means to your business:

6 cut & designs @ £/\$\_\_\_\_\_ = £/\$\_\_\_\_\_

4 colours @£/\$\_\_\_\_\_ = £/\$\_\_\_\_\_

4 products @£/\$\_\_\_\_\_ = £/\$\_\_\_\_\_

Total cost:\_\_\_\_\_

10% of missed calls per year\_\_\_\_\_

Now follow the steps above to work out your:

TOTAL LOSS PER YEAR from unanswered calls£/\$\_\_\_\_\_

That is just one way your business is losing money by not having a receptionist. Over the coming weeks I will reveal my full report on Salon Reception as I feel it's an underestimated cash generating part of your salon business.

## SCENARIO 2

Ask yourself - I am a new client and I am working my way through local salons again asking how much a cut is.

I am trying to get a feel for a good salon with value for money. I call you and say: "Hi can you tell me how much you charge for a cut please?"

You answer this time and you reply:

“it’s £xyz” or “prices start from £xyz depending on the level of stylist”

I say “ok thank you” and hang up.

YOU HAVE JUST LOST A CLIENT! - Why?

I just called the next salon, they are Jedi salon - they answered within 3 rings and when I asked them:

“how much for a cut?” they reply:

“Ok no problem we can help. I take it you are new to the salon yes?” I say: “yes that’s right.”

They say: “Ok well we have a range of fully qualified designers and each of their prices differ on experience - if you can tell me a bit about your hair type and what sort of thing you are looking for we can recommend a designer we think will best suit your needs and give you a price from there.”

“Ok” I say, “well my hair is very curly. It’s just a trim I am looking for really as I have difficult hair and I don’t know what to do with it”

They say: “Ok perfect - we recommend Joe. He is our senior creative designer with 8 years experience but he specialises in curly hair - he will sit down and have a full consultation with you and give you all the advice you need on your options. He has availability tomorrow morning. Does that suits you?”

Ok, you can see where I am coming from here - the Jedi salon wins the clients EVERY time. A good receptionist who has mastered the conversion ways of the Jedi salon will explode your business! 😊

Again - look at the example above to see what this client is worth to you each year. For My Jedi example it was:

Total loss of £28,184!

### SCENARIO 3

Imagine I have come to your salon for the first time - when I enter there is no one to greet me and I stand at the desk for longer than I am comfortable with.

Eventually I am seated and asked would I like a drink? so I order coffee.

The problem is my coffee never comes because I can see the young girl has been distracted and had to deal with another job, leading to her forgetting about me.

I have my service done, which is fine. Then when I go to pay, its my stylist who takes my bill.

I know they are very busy and their next client is in, so I feel I don't want to ask more about the products they recommended. He asks do I want to re-book but I don't have my diary and don't want to hold him up so I say no.

I wasn't blown away by my visit so I decide to try Salon Jedi next time. They have a really friendly receptionist who gives me a big smile, takes my coat and offers me a refreshments menu - I'm impressed already!

She always calls me by my name and hands me a welcome gift with my coffee and tells me about the special offer at the salon that day - a half price treatment.

She explains exactly what benefit that treatment will have on my hair and that I am saving £5 of what it normally costs, so I decide I deserve the treat - it's too good an offer to miss!

After my service I am happy and my stylist hands me back to the nice smiley receptionist.

She asks was I recommended any products today because there is a 2 for 1 offer right now. I tell her yes I am interested so she talks me though how to use all the products at home etc.

She asks would I like to re-book and then tells me that my stylist gets booked up very quickly and that if I come back within 6 weeks I get entered into a prize draw - How can I say no?

I re-book straight away - I am happy so I recommend the salon to my friend and we are now both regulars 😊

## YOU COULD BE THROWING MONEY AWAY

So let's talk about what you have lost and what your rival salon - Jedi salon - has just gained by you not having a receptionist:

You need to work out what one client is worth to you - who re-books every 6 weeks instead of 8, and who buys an extra treatment each time because of your receptionist.

Fill out the following to find out:

On average lets say a client visits every 8 weeks - that 6 visits per year. If your receptionist gets them to re-book every 6 weeks, that's an extra 2 services per year - and if they have an extra treatment each time at £10

Here is what it could mean to your business in this example -

2 extra visits at average spend of £40 = £80

2 extra treatment up sell = £20

**Total £100 extra spend per client per year**

So now multiply by the amount of clients who visit your salon each year. For my example we will use one stylist who services 270 clients per year:

**270 x £100 = £27,000**

Wow!! - That is serious cash!

So ask yourself - can you afford a receptionist? The question is:

**CAN YOU AFFORD NOT TO?**

## THE TRUE WORTH OF A GOOD RECEPTIONIST



I personally would pay a receptionist as much or more than a good stylist - Why?

A good stylist can earn your salon money. That's profits for you. But they can do much more than that if they do their job properly.

That's exactly how a good receptionist works!

So why is it that most salons DON'T have someone working on reception for them?

Simple - most salon owners haven't got a clue how to optimise a receptionist for real profits!

WRONG: Most salon owners (not all) see a receptionist as only being there to answer the phone.

## FINAL THOUGHT

I hope this report has really highlighted to you the importance and impact a good receptionist can have on your business. Our own Salon won The British Hairdressing Awards.

A good receptionist can not only give your salon a more professional look - they also free up time for both you and your staff to concentrate on the most important thing - your clients.

If your receptionist can bring in just one extra client per week they will be more than paying for their salary.

All this leads to one thing - more money coming into your business!

To book your FREE Front of House Strategy Call with our Award Winning Client Manager and Salon Jedi Coach Carla, please email [info@salonjedimarketing.com](mailto:info@salonjedimarketing.com) and quote this report to book.

Heres to your salon success!

*Caroline*

The Salon Jedi

[www.salonjedimarketing.com](http://www.salonjedimarketing.com)