

Student Business Diagnosis Sheet

Name:

Contract End date:

	MARKETING	No 0 Score	Yes +1 Score	
1	Are you sending out SMS			
2	Are you getting a good Financial response from it?			
3	Are you sending out email campaigns?			
4	Are you getting a good financial response from it?			
5	Are you doing facebook Paid marketing?			
6	Are you getting a good financial response from it?			
7	Do you track your results?			
8	Do you know how much it costs you to get a client into your salon?			
9	Are you posting on FB and/or Instagram daily?			
10	Do you know who your ideal Client is for your salon?			
	SCORE			/10
	TRACKING	No 0 Score	Yes +1 Score	
11	Are you tracking your numbers Daily?			
12	What you spend on marketing and what return that you get?			
13	Weekly takings broken up into services and retail?			
14	Average Client Spend for overall salon and each staff member			
15	Average Retail Spend for overall salon and each staff member			
16	Average Service Spend for overall salon and each staff member			
17	Rebooking Rate for overall salon and each staff member			
18	Hourly Turnover for overall salon and each staff member			
19	Predicted appointment value each week and set goals from there?			

20	Tracking where Team are at to hit their targets?			
	SCORE			/10
	BUDGETING	No 0 Score	Yes +1 Score	
21	You do know what your Break even point is down to the cent?			
22	Do you know what all of your expenses are every single week and month?			
23	Do you know in advance how much money you have to spend on certain areas of the business?			
24	Do you have money aside for GST?			
25	Do you have money set aside for PAYG?			
26	Do you have money set aside for Super?			
27	Do you operate on your own personal budget for home?			
28	Are you up to date with all of your payments to suppliers or debt?			
29	Are you paying off extra on any debt that you have?			
	SCORE			/9
	PRICING	No 0 Score	Yes +2 Score	
30	Do you believe you're charging for what you are worth?			
31	Have you increased your prices to what you want them to be?			
32	Are you charging the correct prices?			
33	Do you know what every single service costs you to perform?			
34	Do you know what your profit is on all of your services?			
	SCORE			/10
	SYSTEMS	No 0 Score	Yes +2 Score	
35	Do you have systems in your business that would allow you to go on holidays and have everything run the same way as if you were there?			
36	Could you walk off the floor right now and have your business still make the same money as if you were still there?			
37	Do you have written Phone scripts in place?			

38	Are they being followed?			
39	Do you have everything documented in policies and procedures for how your business runs?			
40	Are they being followed by everyone?			
	SCORE			/12
	TIME MANAGEMENT	No 0 Score	Yes +1 Score	
41	Do you and/or your staff not run late?			
42	Do you feel as though you manage your time well?			
43	Do you get any time to yourself?			
44	Do you get everything done that you need to?			
45	Do you NEVER feel rushed and NEVER utter the words "I don't have time?"			
46	Are you scheduling all of your time for every day of the week?			
47	Do you feel as though you are in control of your life?			
	SCORE			/7
	STAFF	No 0 Score	Yes +1 Score	
48	Do your team have a good attitude?			
49	Do your team respect you?			
50	Do your staff have targets in place?			
51	Do they hit them consistently?			
52	Is the line blurred between employer and employee?			
53	Do you easily get them to do what you need them to do?			
54	Do you feel as though you are a great manager?			
55	Do you feel as though you are able to train confidently?			
	SCORE			/8
	UPGRADING	No 0 Score	Yes +1 Score	

56	Are you offering upgrades to 100% of your clientele? (double points)			
57	Are more than 90% of them taking the upgrade?			
58	Are your TEAM MEMBERS offering upgrades to 100% of your clientele? (double points)			
59	Are more than 90% of them taking the upgrade?			
60	Are you looking after every single client 100% every single time?			
61	Are your TEAM MEMBERS looking after every single client 100% every single time?			
	SCORE			/8
	RETAIL	No 0 Score	Yes +1 Score	
62	Are you selling a minimum of 5 products per day per Team member, every day? (double Points)			
63	Is your retail VS Services percentage higher than 20%. eg. Salon Turning over \$10,000 a week would have \$2000 of retail a week if 20% retail (take note of what their ratio is or dollars)			
64	Are you recommending product to every single client every single day?			
65	Are your TEAM MEMBERS recommending product to every single client every single day?			
66	Are you happy with where your retail sales are at?			
	SCORE			/6
	REBOOKING			
67	What is your rebooking percentage? If they tell you 50% it's a 5/10 for example.			
	SCORE			/10
	MINDSET	No 0 Score	Yes +1 Score	
	<p>"Explain to me where you feel that your mindset is at right now and what you are struggling with and what your team may be struggling with."</p> <p>This is going to be a score out of 10 and you'll need to gauge from what they say to you where you feel that they are.</p> <p>Negative and self doubting will be 0-3 Self doubt but masked with a positive outlook will be 4-7 Pretty positive, knows has some things to still do but can pull themselves up on their stories and know what to do will be 8-10.</p>			

	Highly doubt many will get a 10/10			
	SCORE			/10
Final Question: What are your current goals and what are you wanting to achieve in the next 12 months?				
	TOTAL			100