

SENIOR STYLIST ROLE

As a stylist within the salon you need to hold a minimum Certificate III in Hairdressing. You need to be skilled with these services:

- Hair Cutting
- Permanent Waving
- Hair Colouring
- Product knowledge
- Home care recommendations
- Participate in a team environment
- Prepared to be involved in salon education programs
- Build a solid and professional relationship with your clients
- Maintain consistent quality in your services

Work Stations

- Set up 10 minutes prior to the first appointment
- Sweep up hair after each client
- Wipe off the chair and station after each client
- Shampoo your own client if you are free
- Mix and apply your own colours if you are free
- When you are not working on a client, you need to help other stylists with their clients; this applies to senior and apprentice staff.
- Be on time for appointments; don't take breaks if you know that it will clash with appointments.
- If you need to request a particular break time go through the manager
- Provide all of your own cutting equipment, the other tools are provided in the salon.
- Be willing to help the manager with any training required to help other staff members.
- No stylists can leave before all cleaning has been done.
- All copies of stylist's certificates of competency are to be kept in the salon.

The Rules in Salon

- Attend staff training and staff meetings
- Reach acceptance targets each week
- Aim to reach targets set
- If your targets are not met consistently within a 3 week time period you will have a meeting with the manager to discuss any possible issues.
- If the following week the targets are not being met – You will be issued with a written warning.
- All clients must be booked in, whether it is immediately or in the not so distant future.
- All client history to be updated on the computer whenever you are free throughout the day.
- Notify the salon manager if you are sick or unable to attend work a minimum of 2 hours before the start of shift.

Education

- Look for courses to attend and do them without expectations of your employer finding them and paying for you to attend
- Expand your knowledge and continue to improve your skills to make you an even better stylist that is confident to provide the latest trends.

Time Management

- Check to see if you can fit the service in or if you need another stylist to help you.
- If you are going to run late, let your client know.
- The first client should never be there before you arrive at work.
- If you know you will be running late, call them to tell them in case they need the extra time themselves, instead of rushing only to sit and wait for you.

Hit Your Targets

- Know your targets and hit them.
- Offer upgrades to every client.
- Never assume the client can't afford additional services or retail – just because you don't pay for colour or retail doesn't mean they won't!
- Remember the clients are the reason you have a job and get paid. So if you don't maximize their average spend how do you expect to be paid?

You Must Sell Retail

- You are a professional. Clients come to professionals for their services.
- They must use professional products to maintain their professional service.
- Know your retail products so the client gets the benefit of the right product for their problem.
- When a client returns on their next visit, check in the computer at what they bought last time so you can recommend other products to them, plus check how they are finding the ones they purchased.
- Remember to show your clients love and truly care about their hair.
- Retail selling isn't just about the \$\$\$, it's about the client having amazing hair and maintaining it at home.
- Educate them and tell them their colour will last longer by using professionally recommended shampoo and conditioner, rather than washing it down the drain.
- Follow the retail procedure and key phrasing

Process To Use On a Client

LOVE

— Show them love!

ACCEPTANCE

— Accept they may not be using the right products, as they've previously been uneducated.

THANKFUL

— Be thankful they chose you as their stylist.

KINDNESS

— Show the client kindness by recommending what's best for them.

SELF RESPECT

— Show yourself self-respect that you are the professional and you do know what you are talking about.

CHARGE

— Charge properly for the quality of work you do and for your professional knowledge that has taken years to gain.

REPUTATION

— When you do all of these things together you are going to gain the reputation of being the best stylist in town.

You Represent the Business

- Don't leave the house without a stack of business cards with your name on them or referral vouchers with your name on them.
- Keep your own hair looking great at all times – you're the best advertising for your own skills!
- If you are in your work uniform and name badge, remember you represent the business, so be on your best behaviour.

You are a Business within the Salon

- Never forget that you're responsible for growing and maintaining your client base.
- The more money you bring into the business, the more you earn.
- Think of ideas to suggest during meetings to improve the salon and grow the client base. The boss will think you are awesome for being involved.
- Don't expect just because you turned up to work, that means you've done your job and deserve your pay at the end of the week.
- Don't bitch within the salon or about the salon.
- If there are any issues it is your responsibility to bring it to management's attention so it can be dealt with.
- Bitching will NOT be tolerated.

Junior Training

- Be a role model for junior staff.
- Share your knowledge with the team.
- Be a leader, set the right example. You were once a junior too, so treat them how you'd like to have been treated.
- Juniors are not slaves, so make sure you do what you can do if they are busy.

Communication is Key

- Smile.
- Listen.
- Think before speaking.
- Treat each client like they are your only client, don't talk over them to other clients or staff.
- Offer suggestions to clients for change, if you are bored they probably are too.
- If you have a bad memory, write notes in the computer eg. if the client had a special event on etc, so next time you remember to ask them about it when it's appropriate.

Staff Name	Date	I have read through and agree with all aspects of this Policy