



GROW Super Stylist



“Being good at the technical and creative side of your job isn’t enough. To be really successful you have to master the ‘other stuff’ as well.”

For a salon owner the key to business growth is growing every member of your team. When you grow the individual you grow the business.

Super Stylist Seminar

The seminar is focused on getting team members motivated to take ownership of their productivity and their income. It aims to give anyone involved in the hair and beauty industry the understanding and the skills they need to increase their clientele and maximise the revenue they generate.

Learning to master these skills ensures the growth of the individual and the business.

Super Stylist is a motivational, thought-provoking and action-oriented seminar.

WHO SHOULD ATTEND?

Super Stylist is for everyone who works in the hair and beauty industry. Whether a stylist, colourist, therapist, assistant or manager, there is something in the seminar content for everyone.

The focus for the day is on developing real skills, with the core ‘how to’ devoted to developing your personal style to build effective strategies in retailing, rebooking and generating add-on sales while generating a request clientele.

KEY POINTS COVERED DURING THE DAY:

1. What is a successful hairdresser?
2. What is good productivity and how do you rate it?
3. What are ‘key performance indicators’?
4. Results count, how well do you do?
5. Taking ownership of your productivity
6. How to approach retailing professionally and with confidence
7. What must I do to be the best?
8. Building your clientele through rebooking.
9. How to generate add-on sales of products and services to increase average client bills
10. Building your request clientele
11. The power of goal-setting

SEMINAR TIMES

**Super Stylist is a full day seminar
9.30am start, 5pm finish.**

THE OUTCOME YOU SHOULD EXPECT

You should expect an increase in self-motivation from your team members and a growing awareness that they are responsible for how busy they are and how much they earn.

This should bring an immediate increase in retail sales, rebookings, average client bills and client referrals, all of which will contribute to a healthier bottom line for the business.

“Great energy, very passionate and logical. It’s enjoyable for the staff to hear someones opinions who have nothing but a positive focus with no agenda.”

Johnny Othona
Salon Ena, London

“The response from the ‘Super Stylist’ seminar was both immediate and measurable. As a business, we have seen our retail sales improve by an average of +12% across the group.”

Linton Husbands
Group Momentum, UK

“My business is to help you grow your business”

Award-winning hairdresser, former Vidal Sassoon creative director, multi-salon owner and author of the best selling ‘GROW’ book series, Antony Whitaker is today internationally acclaimed and respected as the ultimate educator, motivator and hairdressing businessperson.

Having worked in more than forty countries presenting to more than 225,000 hairdressers, Antony is acknowledged as one of the industry’s leading and most passionate educators, delivering highly motivational seminars on management, marketing, money, team-building, retailing and on what it takes to become a ‘Super Stylist’.

