

Energizing Summit Class Outline

MAKING MILLIONS COLORING HAIR

Don & Flonnie Westbrook



1. Staffing:

- a) *Employees are key.*
- b) *Building a strong bench.*
- c) *Apprenticeship program.*
- d) *Make new hires productive.*

2. Setting up color department:

- a) *Buying the right color.*
- b) *Know how to inventory.*
- c) *Colors you need.*
- d) *One line of haircolor.*

3. Marketing:

- a) *Upgrading your image.*
- b) *Getting clients in the door.*
- c) *Follow up.*
- d) *Let them know you care.*

4. Retailing:

- a) *Are you sure you are profitable.*
- b) *Set yourself apart from the crowd.*
- c) *Private Label, pros and cons.*
- d) *Five times mark up.*

5. Motivation:

- a) *Setting goals.*
- b) *Establishing a competitive arena.*
- c) *They have to have a horse to chase.*
- d) *Know when to quit pushing.*
- e) *The importance of meetings.*

All of us make money coloring hair, but most of us don't make millions. Don and Flonnie Westbrook do, and they are proud of it. This couple is the most gracious unassuming couple you can ever meet. They have built a haircolor money machine like none you have ever seen. Talk about retention . . . We're talking years of loyal service. Fifteen of his staff will clear \$100,000 this year, a few as much as \$200,000. Their story is amazing. You can not possibility leave this class without learning something about how salons can be managed to work for you. While the economy is in a decline this salon is increasing sales. We are so fortunate to have the Westbrooks at our seminar. DO NOT miss this class!!!

AMERICAN BOARD OF CERTIFIED HAIRCOLORISTS