



BUSINESS SKILLS



30 PART

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30 SEEKING CHAPTER EMPLOYMENT

chapter outline

Preparing for Licensure
Preparing for Employment
Doing It Right



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Learning Objectives

After completing this chapter, you will be able to:

- Discuss the essentials of becoming test-wise.
- Explain the steps involved in preparing for employment.
- List and describe the various types of salon businesses.
- Write an achievement-oriented resume and prepare an employment portfolio.
- Explain how to explore the job market and research potential employers.
- Be prepared to complete an effective employment interview.

Key Terms

Page number indicates where in the chapter the term is used.

deductive reasoning
pg. 794

employment portfolio
pg. 805

resume
pg. 801

test-wise
pg. 792

transferable skills
pg. 803

work ethic
pg. 799



Figure 30-1 Job listings are often posted on the school bulletin board.

There are plenty of great jobs out there for energetic, hardworking, talented people. If you look at the top professionals in the field, you will find they were not born successful; they achieved success through self-motivation, energy, and persistence. Like you, these practitioners began their careers by enrolling in cosmetology school. They were the ones who used their time wisely, planned for the future, went the extra mile, and drew on a reservoir of self-confidence to meet any challenge. They owe their success to no one but themselves, because they created it. If you want to enjoy this same success, you must prepare for the opportunities that await you.

No matter what changes occur in the economy, there are often more jobs available for entry-level cosmetology professionals than there are people to fill them. This is a tremendous advantage for you. It does not mean, however, that you do not have to thoroughly research the job market in your chosen area before committing to your first job (Figure 30-1). If you make the right choice, your career will be on the road to success. If you make the wrong choice, it will not be a tragedy, but it may cause unnecessary delay.

PREPARING FOR LICENSURE

Before you can obtain the career position you are hoping for, you must first pass your state licensing examination and secure the required credentials. Many factors will affect how well you perform during that licensing examination and on tests in general. They include your physical and psychological state; your memory; time management; and the skills you have developed in reading, writing, note taking, test taking, and general learning.

Of all the factors that will affect your test performance, the most important is your mastery of course content. Even if you feel that you have truly learned the material, though, it is still very beneficial to have strong test-taking skills. Being **test-wise** means understanding the strategies for successfully taking tests.

PREPARING FOR THE TEST

A test-wise student begins to prepare for taking a test by practicing good study habits and time management that are such an important part of effective studying. These habits include the following:

ESSAYS

- Organize your answer according to the cue words in the question.
- Think carefully and outline your answer before you begin writing.
- Make sure that what you write is complete, accurate, relevant to the question, well organized, and clear.

Remember that even though you may understand test formats and effective test-taking strategies, this does not take the place of having a complete understanding of the material on which you are being tested. In order to be successful at taking tests, you must follow the rules of effective studying and be thoroughly knowledgeable of the exam content for both the written and the practical examination.

In order to be better prepared for the practical portion of the examination, the new graduate should follow these tips:

- Practice the correct skills required in the test as often as you can.
- Participate in “mock” licensing examinations, including the timing of applicable examination criteria.
- Familiarize yourself with the content contained in the examination bulletins sent by the licensing agency.
- Make certain that all equipment and implements are clean, sanitary, and in good working order prior to the exam.
- If allowed by the regulatory or licensing agency, observe other practical examinations prior to taking yours.
- If possible, locate the examination site the day before the exam to ensure that you are on time for the actual exam.
- As with any exam, listen carefully to the examiner’s instructions and follow them explicitly.
- Focus on your own knowledge, and do not allow yourself to be concerned with what other test candidates are doing.
- Follow all sanitation and safety procedures throughout the entire examination.

PREPARING FOR EMPLOYMENT

When you chose to enter the field of cosmetology, your primary goal was to find a good job after being licensed. Now you need to reaffirm that goal by reviewing a number of important questions.

- What do you really want out of a career in cosmetology?
- What particular areas within the beauty industry are the most interesting to you?
- What are your strongest practical skills, and in what ways do you wish to use them?
- What personal qualities will help you have a successful career?

One way that you can answer these questions is to make a copy of, and then complete the Personal Inventory of Characteristics and Skills (Figure 30-4). After you have completed this inventory and identified the areas that need further attention, you can then determine where to focus the remainder of your training. In addition, you should have a better idea of what type of establishment would best suit you for your eventual employment.

During your training, you may have the opportunity to network with various industry professionals who are invited to be guest speakers. Be prepared to ask them questions about what they like least and most in their current positions. Ask them for any tips they might have that will assist you in your search for the right establishment. In addition, be sure to take advantage of your institution's in-house placement assistance program when you begin your employment search (Figure 30-5).

Your willingness to work hard is a key ingredient to your success. The commitment you make now in terms of time and effort will pay off later in the workplace, where your energy will be appreciated and rewarded. Having enthusiasm for getting the job done can be contagious, and when everyone works hard, everyone benefits. You can begin to develop this enthusiasm by establishing good work habits as a student.

ACTIVITY

For 1 week, keep a daily record of your performance in the following areas, and ask a few of your fellow students to provide feedback as well.

- Positive attitude
- Professional appearance
- Punctuality
- Regular class and clinic attendance
- Diligent practice of newly learned techniques
- Interpersonal skills
- Teamwork
- Helping others

INVENTORY OF PERSONAL CHARACTERISTICS

PERSONAL CHARACTERISTIC	Exc.	Good	Avg.	Poor	Plan for Improvement
Posture, Deportment, Poise					
Grooming, Personal Hygiene					
Manners, Courtesy					
Communications Skills					
Attitude					
Self-Motivation					
Personal Habits					
Responsibility					
Self-esteem, Self Confidence					
Honesty, Integrity					
Dependability					

INVENTORY OF TECHNICAL SKILLS

TECHNICAL SKILLS	Exc.	Good	Avg.	Poor	Plan for Improvement
Hair shaping/cutting					
Hairstyling					
Haircoloring					
Texture Services, Perming					
Texture Services, Relaxing					
Manicuring, Pedicuring					
Artificial Nail Extensions					
Skin Care, Facials					
Facial Makeup					
Other					

After analyzing the above responses, would you hire yourself as an employee in your firm? Why or why not?

State your short-term goals that you hope to accomplish in 6 to 12 months:

State your long-term goals that you hope to accomplish in 1 to 5 years:

Ask yourself: Do you want to work in a big city or small town? Are you compatible with a sophisticated, exclusive salon or a trendy salon? Which clientele are you able to communicate with more effectively? Do you want to start out slowly and carefully or do you want to jump in and throw everything into your career from the starting gate? Will you be in this industry throughout your working career or is this just a stopover? Will you only work a 30 or 40 hour week or will you go the extra mile when opportunities are available? How ambitious are you and how many risks are you willing to take?

Figure 30-4 Inventory of personal characteristics and technical skills.

- List your abilities and accomplishments.
- Focus on information that is relevant to the position you are seeking.

The average time that a potential employer will spend scanning your resume before deciding whether to grant you an interview is about 20 seconds. That means you must market yourself in such a manner that the reader will want to meet you. Never make the mistake of detailing your previous duties and responsibilities. Rather, focus your achievements. Accomplishment statements should always enlarge your basic duties and responsibilities. The best way to do this is to add numbers or percentages whenever possible. You might ask yourself the following questions:

- How many regular clients do I serve?
- How many clients do I serve weekly?
- What was my service ticket average?
- What was my client retention rate?
- What percentage of my client revenue came from retailing?
- What percentage of my client revenue came from color or texture services?

This type of questioning can help you develop accomplishment statements that will interest a potential employer. There is no better time for you to achieve significant accomplishments than while you are in school. Even though your experience may be minimal, you must still present evidence of your skills and accomplishments. This may seem a difficult task at this early stage in your working career, but by closely examining your training performance, extracurricular activities, and the full- or part-time jobs you have held, you should be able to create a good, attention-getting resume. For example, consider the following questions:

- Did you receive any honors during your course of training?
- Were you ever selected “student of the month”?
- Did you receive special recognition for your attendance or academic progress?
- Did you win any cosmetology-related competitions while in school?
- What was your attendance average while in school?
- Did you work with the student body to organize any fundraisers? What were the results?

Answers to these types of questions may indicate your people skills, personal work habits, and personal commitment to success (Figure 30-7).

Since you have not yet completed your training, you still have the opportunity to make some of the examples listed above become a reality before you graduate. Positive developments of this nature while you are still in school can do much to improve your resume.

THE DO'S AND DON'TS OF RESUMES

You will save yourself from many problems and a lot of disappointment right from the beginning of your job search, if you keep a clear idea in your mind of what to do and what not to do when it comes to creating a resume. Here are some of the do's:

4. Explain that you are researching the local salon market for potential positions, and that you need just a few minutes to ask a few questions.
5. If the person is receptive to your phone call, ask whether the salon is in need of any new practitioners, and how many the salon currently employs.
6. Ask if you can make an appointment to visit the salon to observe sometime during the next few weeks. If the salon representative is agreeable, make an appointment and confirm it with a typewritten or handwritten note on good-quality paper (Figure 30-10).

Remember that a rejection is not a negative reflection on you. Many professionals are too busy to make time for this kind of networking. The good news is that you are bound to discover many genuinely kind people who remember what it was like when they started out, and are willing to devote a bit of their time to help others who are beginning their careers.

THE SALON VISIT

When you visit the salon, take along a checklist to ensure that you observe all the key areas that might ultimately affect your decision making. The checklist will be similar to the one used for field trips that you probably have taken to area salons while in school. Keep the checklist on file for future reference so that you can make informed comparisons among establishments (Figure 30-11).

After your visit, always remember to write a brief note thanking the salon representative for his or her time (Figure 30-12). Even if you did not like the salon, or would never consider working there, it is important to send a thank-you note (Figure 30-13).

Never burn your bridges. Instead, build a network of contacts who have a favorable opinion of you.

ARRANGING THE EMPLOYMENT INTERVIEW

After you have graduated and completed the first two steps in the process of securing employment—targeting and observing salons—you are ready to pursue employment in earnest. The next step is to contact the

Dear Ms. (or Mr.) _____,

I appreciate the time you spent with me on the phone earlier today. I am looking forward to meeting with you and visiting your salon next Friday at 2:00 p.m. I am eager to observe your salon and staff at work. If you should need to reach me before that time for any reason, my home phone number is _____, and my email address is _____. See you on Friday.

Sincerely,
(your name)

Figure 30-10 Sample appointment confirmation note.

should an opening arise in the future. Be sure to thank them for their time and consideration.

INTERVIEW PREPARATION

When preparing for an interview, make sure that you have all the necessary information and materials in place (Figure 30-15), including the following items:

1. Identification.

- Social Security number
- Driver's license number
- Names, addresses, and phone numbers of former employers
- Name and phone number of the nearest relative not living with you

Here's a TIP

When you call a salon to make an appointment for an interview, you may be told that they are not hiring at the time, but would be happy to conduct an interview for future reference. Never think that this would be a waste of time.

Take advantage of the opportunity. Not only will it give you valuable interview experience, but may provide opportunities that otherwise you would miss. There is such a thing as love at first sight!

PREPARING FOR THE INTERVIEW CHECKLIST

RESUME COMPOSITION

1. Does it present your abilities and what you have accomplished in your jobs and training?
2. Does it make the reader want to ask, "How did you accomplish that?"
3. Does it highlight accomplishments rather than detailing duties and responsibilities?
4. Is it easy to read? Is it short? Does it stress past accomplishments and skills?
5. Does it focus on information that is relevant to your own career goals?
6. Is it complete and professionally prepared?

PORTFOLIO CHECKLIST

- _____ Diploma, secondary, and post-secondary
- _____ Awards and achievements while in school
- _____ Current resume focusing on accomplishments
- _____ Letters of reference from former employers
- _____ List of, or certificates from, trade shows attended while in training
- _____ Statement of professional affiliations (memberships in cosmetology organizations, etc.)
- _____ Statement of civic affiliations and/or activities
- _____ Before and after photographs of technical skills services you have performed
- _____ Any other relevant information

Ask: Does my portfolio portray me and my career skills in the manner that I wish to be perceived? If not, what needs to be changed?

Figure 30-15 Preparing for the Interview checklist.

- Who is the most interesting person you have met in your work and/or education experience? Why?
- How would you handle a problem client?
- How do you feel about retailing?
- Would you be willing to attend our company training program?
- Describe ways that you provide excellent customer service.
- Please share an example of consultation questions that you might ask a client.
- What steps do you take to build your business and ensure that clients return to see you?

5. **Be prepared to perform a service.** Some salons require applicants to perform a service in their chosen discipline as part of the interview. Be sure to confirm whether this is a requirement. If it is, make sure that your model is appropriately dressed and properly prepared for the experience, and that you take the requisite supplies.

THE INTERVIEW

On the day of the interview, try to make sure that nothing occurs that will keep you from completing the interview successfully. There are certain behaviors you should practice in connection with the interview itself.

- Always be on time or, better yet, early. If you are unsure of the location, find it the day before so there will be no reason for delays.
- Project a warm, friendly smile. Smiling is the universal language.
- Walk, sit, and stand with good posture.
- Be polite and courteous.
- Do not sit until asked to do so, or until it is obvious that you are expected to do so.
- Never smoke or chew gum, even if one or the other is offered to you.
- Do not come to an interview with a cup of coffee, a soft drink, snacks, or anything else to eat or drink.
- Never lean on or touch the interviewer's desk. Some people do not like their personal space invaded without an invitation.
- Try to project a positive first impression by appearing as confident and relaxed as you can (Figure 30-17).
- Speak clearly. The interviewer must be able to hear and understand you.
- Answer questions honestly. Think about the question and answer carefully. Do not speak before you are ready, and not for more than 2 minutes at a time.
- Never criticize former employers.
- Always remember to thank the interviewer at the end of the interview.

Another critical part of the interview comes when you are invited to ask the interviewer questions of your own. You should think about those



Figure 30-17 Interview in progress.

ACTIVITY

Find a partner among your fellow students and role-play the employment interview. Each of you can take turns as the applicant and the employer. After each session, conduct a brief discussion regarding how it went, that is, what worked and what didn't work. Discuss how the process could be further improved. Bear in mind that a role-play activity will never predict exactly what will occur in a real interview. However, the process will assist you in being better prepared for that important event in your employment search.

Citizenship. Employers are not allowed to discriminate because an applicant is not a U.S. citizen.

It is important to recognize that not all potential employers will understand that they may be asking improper or illegal questions. If you are asked any of these questions, you may choose to answer them or not. You might simply respond that you believe the question is irrelevant to the position you are seeking, and that you would like to focus on your qualities and skills that are suited to the job and the mission of the establishment.

THE EMPLOYMENT APPLICATION

Any time that you are applying for any position, you will be required to complete an application, even if your resume already contains much of the requested information. Your resume and the list you have prepared prior to the interview will assist you in completing the application quickly and accurately.

You may want to fill out the sample form in Figure 30-18 in preparation for your employment interviews (Figure 30-18). The form each salon uses may be different, but it will probably request similar information.



These are examples of illegal questions as compared to legal questions:

Illegal Questions

How old are you?

Please describe your medical history.

Are you a U.S. citizen?

What is your native tongue?

Legal Questions

Are you over the age of 18?

Are you able to perform this job?

Are you authorized to work in the United States?

In which languages are you fluent?

EMPLOYMENT APPLICATION

Applicants are considered for all positions, and employees are treated during employment without regard to race, color, religion, sex, national origin, age, marital or veteran status, medical condition or handicap.

PERSONAL INFORMATION

SS# _____ Phone _____ Date _____

Last name _____ First _____ Middle _____

Present street address _____ City _____ State _____ Zip _____

Permanent street address _____ City _____ State _____ Zip _____

If related to anyone employed here, state name: _____

Referred to salon by: _____

EMPLOYMENT DESIRED

Position _____

Date you can start _____ Salary Desired _____

Current Employer _____

May we contact? _____

Ever applied with this company before? _____ Where? _____ When? _____

EDUCATION

Name/location of School	Years Completed	Subjects Studied

Subject of special study or research work: _____

What foreign languages do you speak fluently?

Read fluently: _____

Write fluently: _____

US Military Service _____ Rank _____ Present Membership _____

In Nat'l Guard/Reserve _____

Figure 30-18 Typical job application form.

Activities (other than religious) Civic, Athletic, Fraternal, etc. (Exclude organizations for which the name or character might indicate race, creed, color or national origin of its members).

FORMER EMPLOYMENT

List below last four employers, beginning with the most recent one first.

DATE: Month/Year	Name, Address of Employer	Salary	Position	Reason For Leaving
From:				
To:				
From:				
To:				
From:				
To:				
From:				
To:				

REFERENCES

Give below the names of three persons not related to you whom you have known at least one year.

Name	Address	Business	Years Known

PHYSICAL RECORD

Please list any defects in hearing, vision, or speech that might affect your job performance.

In case of emergency, please notify:

Name	Address	Telephone

I authorize investigation of all statements contained in this application. I understand that misrepresentation or omission of facts called for is cause for dismissal if hired.

Signature _____ Date _____

Figure 30-18, cont'd

CHAPTER GLOSSARY

<i>deductive reasoning</i>	Process of reaching logical conclusions by employing logical reasoning.
<i>employment portfolio</i>	Collection, usually bound, of photos and documents that reflect your skills, accomplishments, and abilities in your chosen career field.
<i>resume</i>	Written summary of a person's education and work experience.
<i>test-wise</i>	Having a complete and thorough knowledge of the subject matter, and understanding the strategies for taking tests successfully.
<i>transferable skills</i>	Skills mastered at other jobs that can be put to use in a new position.
<i>work ethic</i>	Taking pride in your work, and committing yourself to consistently doing a good job for your clients, employer and salon team.

ON THE JOB

CHAPTER 31

chapter outline

Moving from School to Work
Out in the Real World
Managing Your Money
Discover the Selling You
On Your Way

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not work out that way, at least not for most people. In a job, you may be asked to do work or perform services that are not your first choice. The good news, however, is when you are really working “in the trenches,” you are learning every moment, and there is no substitute for that kind of experience.

The important thing is to be honest with yourself as you evaluate your skills, in order to best determine which type of position is right for you. If you need help and direction in sorting out the issues around the various workplaces you are considering, ask your instructor for advice.

THRIVING IN A SERVICE PROFESSION

The first thing to remember when you are in a service business is that your work revolves around serving your clients. Some people have a hard time with the idea of customer service, because they feel that it is demeaning in some way. While it is true that there will always be some clients who do not treat people with respect, the majority of people you will encounter will truly appreciate the work you do for them. They will look forward to seeing you, and will show their appreciation for your hard work with their loyalty. Never let the negativity of a few affect your overall outlook.

Here are some points that will help guide you as you serve your clients.

Put others first. You will have to quickly get used to putting your own feelings or desires aside, and putting the needs of the salon and the client first. This means doing what is expected of you, unless you are physically unable to do so.

Be true to your word. Choose your words carefully and honestly. Be someone who can be counted on to tell the truth, and to do what you say you will do.

Be punctual. Scheduling is central to the salon business. Getting to work on time is not only respectful of your clients, but also your coworkers who will have to handle your clients if you are late.

Be grateful. Remember that it is an honor to have a job that will provide you and your family with financial stability. If you become unhappy with your salon, look for another job and move on before you start acting out in an ungrateful, disrespectful manner.

Be a problem solver. No job or situation comes without its share of problems. Be someone who recognizes problems promptly, and finds ways to resolve them constructively.

Be respectful. Although you may not like or agree with the salon manager or her rules, you must give her the benefit of the doubt. If you find that you really cannot come to terms with the salon’s rules, then it is time for you to find a new job before your anger takes over.

Be a lifelong learner. A valued employee is one who intends to keep on learning. Thinking that you will never need to learn anything more once you are out of school is immature and limiting. Your career might go in

all kinds of interesting directions, depending on what new things you learn. This applies to everything in your life. Besides learning new technical skills, you should continue gaining more insight into your own behavior, and how to better deal with people, problems, and issues.

SALON TEAMWORK

Working in a salon requires that you practice and perfect your people skills. A salon is very much a team environment. To become a good team player, you should do the following things:

Strive to help. Be concerned not only with your own success, but also with the success of others. Stay a little later, or come in a little earlier, to help out a teammate.

Pitch in. Be willing to help with whatever needs to be done in the salon—from folding towels to making appointments—when you are not busy servicing clients (Figure 31-2).

Share your knowledge. Be willing to share what you know. This will make you a respected member of any team.

Remain positive. Given the stress of a typical salon, there will be lots of opportunities for you to become negative, or to have conflicts with your teammates. Resist all temptations to give in to maliciousness and gossip.

Become a relationship builder. Just as there are different kinds of people in the world, there are different types of relationships within the world of the salon. You do not have to be someone's best friend in order to build a good working relationship with that person.

Be willing to resolve conflicts. The most difficult part of being in a relationship is when conflict arises. A real teammate is someone who knows that conflict and tension are bad for the people who are in it, those who are around it, and the salon as a whole. Conflict is also a natural part of life. If you can work constructively toward resolving conflict, you will always be a valued member of the team.

Be willing to be subordinate. No one starts at the top. Keep in mind that beginners almost always start out lower down in the pecking order.

Be sincerely loyal. Loyalty is vital to the workings of a salon. Practitioners need to be loyal to the salon and its management. Management needs to be loyal to the staff and clients. Ideally, clients will be loyal to the practitioner and the salon. As you work on all the team-building characteristics, you will start to feel a strong sense of loyalty building up within you (Figure 31-3).



Figure 31-2 Pitch in wherever you're needed.



Figure 31-3 Staff meetings are essential for building a loyal team.



Focus on . . . The Team

Always put the team first. While each individual may be concerned with getting ahead and being successful, a good teammate knows that no one can be successful alone. The only way you can truly be successful is for the entire salon to be successful!

THE JOB DESCRIPTION

When you take a job, you will be expected to behave appropriately, perform services asked of you, and conduct your business professionally. In order to do this to the best of your abilities, you should be given a **job description**, a document that outlines all the duties and responsibilities of a particular position in a salon or spa. Many salons have a pre-printed job description that they can give you. If you find yourself at a salon that does not use job descriptions, you may want to write one for yourself. You can then present this to your salon manager for review, to ensure that both of you have a good understanding of what is expected of you.

Once you have your job description, be sure you understand it. While reading it over, make notes and jot down any questions you may want to ask your manager. When you assume your new position, you are agreeing to do everything as it is written down in the job description. If you are unclear about something, or need more information, it is your responsibility to ask.

Remember, you will be expected to fulfill all of the functions listed in the job description. How well you do this will influence your future at the salon, as well as your financial rewards in the years to come.

In crafting a job description, the best salons cover their bases. They make sure to outline not only the duties and responsibilities of the job, but also the attitudes that they expect their employees to have, and the opportunities that are available to them. [Figure 31-4](#) shows some highlights from a well-written job description. This is just one example. Like the salons that generate them, job descriptions come in all sizes and shapes, and feature a variety of requirements, benefits, and incentives.

COMPENSATION PLANS

When you assess a job offer, your first concern will probably be around the issue of compensation, or what you will actually get paid for your work. Compensation varies from one salon to another. There are, however, three standard methods of compensation that you are likely to encounter: salary, commission, and salary plus commission.

SALARY

Being paid an hourly rate is usually the best way for a new salon professional to start out, since that person will most likely not have an established clientele for a while. An hourly rate is generally offered to a new practitioner, and is usually based on the minimum wage. Some salons offer an hourly wage that is slightly higher than the minimum wage to encourage new practitioners to take the job and stick with it. In this situation, if you earn \$10 per hour and you work 40 hours, you will be paid \$400 that week. If you work more hours, you will get more pay. If you work less hours, you will get less pay. Regular taxes will be taken out of your earnings.

Remember: If you are offered a set salary each week, in lieu of an hourly rate, it must be equal to at least minimum wage, and you are entitled to overtime pay if you work more than 40 hours per week. The only exception would be if you were in an official salon management position.



Figure 31-5 Commissions on retail sales boost income.

COMMISSION

A **commission**, a percentage of the revenue that the salon takes in, is usually offered to practitioners once they have built up a loyal clientele. A commission payment structure is very different from an hourly wage in that any money you are paid is a direct result of the total amount of service dollars you generate for the salon. Commissions are paid based on percentages of your total service dollars, and can range anywhere from 25 to 60 percent, depending on your length of time at the salon, your performance level, and the benefits that are part of your employment package. For example, at the end of the week, when you add up all the services that you have performed, your total is \$1,000. If you are at the 50-percent commission level, then you would be paid \$500 (before taxes). Keep in mind that until you have at least 2 years of servicing clients under your belt, you may not be able to make a living on straight commission compensation.

SALARY PLUS COMMISSIONS

A salary-plus-commission structure is another common way to be compensated in the salon business. It basically means that you receive both a salary and a commission. This kind of structure is often used to motivate practitioners to perform more services, thereby increasing their productivity. For example, imagine that you earn an hourly wage that is equal to \$300 per week, and you perform about \$600 worth of

services every week. Your salon manager may offer you an additional 25% commission on any services you perform over your usual \$600 per week. Or perhaps you receive a straight hourly wage, but you can receive as much as a 15% commission on all the retail products you sell. You can see how this kind of structure quickly leads to significantly increased compensation (Figure 31-5).

TIPS

When you receive satisfactory service at a hotel or restaurant, you are likely to leave your server a tip. It has become customary for salon clients to acknowledge beauty professionals in this way, too. Some salons have a tipping policy; others have a no-tipping policy. This is determined by what the salon feels is appropriate for its clientele.

The usual amount to tip is 15% of the total service ticket. For example, if a customer spends \$50, then the tip might be 15% of that, or \$7.50. Tips are income in addition to your regular compensation, and must be tracked and reported on your income tax return. Reporting tips will be beneficial to you if you wish to take out a mortgage or another type of loan and want your income to appear as strong as it really is.

As you can see, there are a number of ways to structure compensation for a salon professional. You will probably have the opportunity to try each of these methods at different points in your career. When deciding whether a certain compensation method is right for you, it is important to be

In a corporate structure, the human resources department of the corporation handles a great deal of the employee's financial planning for them. For example, health and dental insurance, retirement accounts, savings accounts, and many other items may be automatically deducted and paid out of the employee's salary. Most beauty professionals, however, must research and plan for all of those things on their own. This may seem difficult, but in fact it is a small price to pay for the kind of freedom, financial reward, and job satisfaction that a career in cosmetology can offer. And the good news is that managing money is something everyone can learn to do.

MEETING FINANCIAL RESPONSIBILITIES

In addition to making money, responsible adults are also concerned with paying back their debts. Throughout your life and your career, you will undoubtedly incur debt in the form of car loans, home mortgages, or student loans. While it is easy for some people to merely ignore their responsibility in repaying these loans, it is extremely irresponsible and immature to accept a loan and then shrug off the debt. Not paying back your loans is called "defaulting," and it can have serious consequences regarding your personal and professional credit. The best way to meet all of your financial responsibilities is to know precisely what you owe, and what you earn, so that you can make informed decisions about where your money goes.

PERSONAL BUDGET

It is amazing how many people work hard and earn very good salaries, but never take the time to create a personal budget. Many people are afraid of the word "budget" because they think that it will be too restrictive on their spending, or they have to be mathematical geniuses in order to work with a budget. Thankfully, neither of these fears is rooted in reality.

You can create a personal budget that ranges from being extremely simple to extremely complex. It all depends on what your needs are. At the beginning of your career, a simple budget should be sufficient. To get started, take a look at the worksheet in [Figure 31-6](#). It lists the standard monthly expenses that most people have to budget. It also includes school loan repayment, savings, and payments into an individual retirement account (IRA).

Keeping track of where your money goes is one step toward making sure that you always have enough. It also helps you to plan ahead and save for bigger expenses such as a vacation, your own home, or even your own business. All in all, sticking to a budget is a good practice to follow faithfully for the rest of your life.

GIVING YOURSELF A RAISE

Once you have taken some time to create, use, and work with your personal budget, you may want to look at ways in which you can generate greater income for yourself. You might automatically jump to the most obvious sources, such as asking your employer for a raise, or asking for a

higher percentage of commission. While these tactics are certainly valid, you will also want to think about other ways to increase your income, such as the following:

Spending less money. Although it may be difficult to reduce your spending, it is certainly one way to increase the amount of money that is left over at the end of the month. These dollars can be used to invest or save.

Increasing service prices. Although it will probably take some time before you are in a position to increase your service prices, once you have fully mastered all the services that you are performing, and you have a loyal **client base**, there is nothing wrong with increasing your prices every year or two, as long as you do so by a reasonable amount. Do a little research to determine what your competitors are charging for similar services, and increase your fees accordingly.

ACTIVITY

Go through the budget worksheet and fill in the amounts that apply to your current living and financial situation. If you are unsure of the amount of an expense, put in the amount you have averaged over the past 3 months, or give it your best guess. For your income, you may need to have 3 or 4 months of employment history in order to answer, but fill in what you can.

SEEK PROFESSIONAL ADVICE

Just as you will want your clients to seek out your advice and services for their hair care needs, sometimes it is important for you to seek out the advice of experts, especially when it comes to your finances. You can research and interview financial planners who will be able to give you advice on reducing your credit card debt, on how to invest your money, and on retirement options. You can speak to the officers at your local bank who may be able to suggest bank accounts that offer you greater returns or flexibility with your money, depending on what you need.

When seeking out advice from other professionals, be sure not to take anyone's advice without carefully considering whether the advice makes sense for your particular situation and needs. Before you buy into anything, be an informed consumer about other people's goods and services.

- How do your expenses compare to your income?
- What is your balance after all your expenses are paid?
- Were there any surprises for you in this exercise?
- Do you think that keeping a budget is a good way to manage money?
- Do you know of any other methods people use to manage money?

DISCOVER THE SELLING YOU

Another area that touches on the issue of you and money is selling. As a salon professional, you will have enormous opportunities to sell retail products and upgrade service tickets. **Ticket upgrading**, or **upselling services**, is the practice of recommending and selling additional services to your clients that may be performed by you or other practitioners licensed in a different field (Figure 31-7). **Retailing** is the act of recommending and selling products to your clients for at-home haircare. These two activities can make all the difference in your economic picture. The following dialogue is an example of ticket upgrading. In this scene, Judy, the practitioner, suggests an additional service to Ms. King, her client, who has just had her hair styled for a wedding she will be attending that evening.

Read the script yourself and change the words to make them fit your personality. Then try it the next time you feel that an additional service could help one of your clients.

Judy: I'm really glad you like your new hairstyle. It will be perfect with the dress you described. Don't you just love formal weddings?

Ms. King: I don't know. To tell you the truth, I don't get dressed up all that often, and putting the look together was harder than I thought it would be.

Judy: Yes, I know what you mean. Are you all set with your makeup for tonight, Ms. King? It would be a shame to have a beautiful new dress and gorgeous hair, and then have to worry about your makeup.



Figure 31-7 This client may wish for a makeup service as well as hairstyling.

- Do not underestimate the client's intelligence, or her knowledge of her own beauty regimen or particular needs.
- To sell a product or service, deliver your sales talk in a relaxed, friendly manner and, if possible, demonstrate use (Figure 31-8).
- Recognize the right psychological moment to close any sale. Once the client has offered to buy, quit selling. Do not oversell, except to praise the client for the purchase and to assure her that she will be happy with it.

THE PSYCHOLOGY OF SELLING

Most people have reasons for doing what they do, and when you are selling something, it is your job to figure out the reasons that might motivate a person to buy. When dealing with salon clients, you will find that their motives for buying salon products vary widely. Some may be concerned with issues of vanity (they want to look better). Some are seeking personal satisfaction (they want to feel better about themselves). Others need to solve a problem that is bothersome (they want to spend less time maintaining their nails).

Sometimes, a client may inquire about a product or service, but may still be undecided or doubtful. In this type of situation, you can help the decision along by offering honest and sincere advice. When you explain a beauty service to a client, address the results and benefits of that service. Always keep in mind that the best interests of the client should be your first consideration. You will need to know exactly what your client's needs are, and you need to have a clear idea as to how those needs can be fulfilled. Refer to the sample dialogues in this section—one involves ticket upgrading, and the other involves retailing, both of which demonstrate effective selling techniques.



Figure 31-8 Demonstrate a product's benefits.



Figure 31-9 Place the product in the client's hands.

Here are a few tips on how to get the conversation started on retailing products:

- Ask every client what products they are using for home maintenance of their nails, hands, and feet.
- Place products in the client's hands whenever possible, or have them in view (Figure 31-9).
- Advise the client about how the recommended service will provide personal benefit (more manageable hairstyling or longer-lasting nail polish, for instance).
- Keep retail areas clean, well lit, and appealing.
- Inform clients of any promotions and sales that are going on in the salon.
- Be informed about the merits of using a professional product as opposed to generic store brands.

While you realize that retailing products is a service to your clients, you may not be sure how to go about it. Imagine the following scenes and see how Lisa, the practitioner, highlights the benefits and features of a product to her client, Ms. Steiner. Note that price is not necessarily the “bottom line.”

SCENARIO 1: NAIL CLIENT

Ms. Steiner: I just love the way you do my nails. How do you always make my cuticles and hands look like they're in such good shape?

Lisa: I always use a penetrating cuticle oil on your cuticles, Ms. Steiner. It's a wonderful product and one you should be using on your cuticles every day. I also use the lotion made by the same company.

Ms. Steiner: Is that the lotion you use with the great lavender scent?

Lisa: I love that light lavender scent too. It's a really great moisturizing lotion that we swear by—it's fabulous for treating dry and even chapped skin. I use it on my pedicure clients too, and it soothes that dry, rough skin that can accumulate on feet, especially in dry winter weather. Do you use any lotion at home after your shower or after having your hands in water?

Ms. Steiner: Yeah, I do, something I picked up in the grocery store one day. But it's very runny, not thick like your lotion.

Lisa: Oh, well our lotion is very rich and emollient because it has been especially formulated to stay on your hands and feet and moisturize them throughout the day.

Ms. Steiner: Yeah, well, nothing really makes much of a difference in this weather.

Lisa: Well, I can tell you that I have several clients who are using this lotion at home, and every one of them comes back in and raves about how much better their skin feels and how their dry flaky skin has gone away!



Focus on . . . Retailing

For quick reference, keep these five points in mind when selling:

1. Establish rapport with the client.
2. Determine the client's needs.
3. Recommend products/services based on these needs.
4. Emphasize benefits.
5. Close the sale.



Focus on . . . The Goal

Always remember that success does not just come to you; you make it happen. How? By being a team player, having a positive attitude, and keeping a real sense of commitment to your work foremost in your mind.

to be the client's beauty advisor, not a psychiatrist, a marriage counselor, or a buddy.

Business card referrals. Make up a special business card with your information on it, but leave room for a client to put her name on it as well. If your client is clearly pleased with your work, give her several cards. Ask her to put her name on them, and to refer her friends and associates to you. For every card you receive from a new customer with her name on it, give her 10% off her next salon service, or a complementary added service to her next appointment. This gives the client lots of motivation to recommend you to others, which in turn, helps build up your clientele (Figure 31-10).

Local business referrals. Another terrific way to build business is to work with other businesses in your area. Look for clothing stores, florists, gift shops, and other small businesses near your salon. Offer to have a card swap and commit to referring your clients to them when they are in the market for goods or services that your neighbors can provide, if they will do the same for you. This is a great way to build a feeling of community among local vendors, and to reach new clients you may not be able to otherwise.

Public speaking. Make yourself available to speak to local women's groups, the PTA, organizations for young men and women, and anywhere else that will put you in front of people in your community who are all potential clients. Put together a short program (20 to 30 minutes) in which, for example, you might discuss professional appearance with emphasis in your chosen field and other grooming tips for people looking for jobs or who are already employed.



Figure 31-10 Referral cards help build your client base.

REBOOKING CLIENTS

The best time to think about getting your client back into the salon is while she is still in your salon. It may seem a little difficult to assure your client that you are concerned with her satisfaction on this visit while you are talking about her next visit, but, in fact, the two go together. The best way to encourage your client to book another appointment before she leaves is to simply talk with her, ask questions, and listen carefully to her answers.

During the time that you are working on a client's hair, for instance, talk about the condition of her hair, her hairstyling habits at home, and the benefits of regular or special salon maintenance. You might raise these issues in a number of ways.

SCENARIO 2: COLOR CLIENT

"Mrs. Rivera, When I cut your hair today I noticed that you need a color retouch. Shall I book a retouch for your next visit?"

SCENARIO 3: HAIRCUTTING CLIENT

"Your son is getting married next month? How wonderful. Have you thought about having a clear glazing so your hair will be bright and shiny and will look as beautiful as the rest of you in that new dress you told me about? I can set up an appointment for the day before the wedding."

Again, you will want to listen carefully to what your clients are telling you during their visit, because they will often give the careful listener many good clues as to what is happening in their lives. That will open the door to discussing their next appointment.

ON YOUR WAY

Your first job in the beauty industry will most likely be the most difficult. Getting started in this business means being on a big learning curve for a while. Be patient with yourself as you transition from the "school you" to the "professional you." Always remember that in your work life, as in everything else you do, practice makes perfect. You will not know everything you need to know right at the start, but be confident in the fact that you are graduating from cosmetology school with a solid knowledge base. Make use of the many generous and experienced professionals you will encounter, and let them teach you the tricks of the trade. Make the commitment to perfecting your technical and customer service skills.

Above all, always be willing to learn. If you let the concepts that you have learned in this book be your guide, you will enjoy your life and reap the amazing benefits of a career in cosmetology (Figure 31-11).



Focus on . . . Building Your Client Base

Some professionals believe that the more time they spend with their clients performing services, the better the service will be. Not so! Your client should be in the salon only as long as is necessary for you to adequately complete a service.

Be aware of how much time it takes you to perform various services and then schedule accordingly. As you become more and more experienced, you should see a reduction in the amount of time it takes you to perform these services. That means clients wait less, you can increase the number of services you can provide in a day, and the increase in services naturally increases your income.



Figure 31-11 Make career satisfaction your goal.

REVIEW QUESTIONS

1. What should you look for in a salon to determine whether it is right for you?
2. List seven rules of conduct that help a new employee succeed in a service profession like cosmetology.
3. List six habits of a good team player.
4. Explain how a job description is used by the salon and by the employee.
5. What are the three most common methods of salon compensation?
6. Complete a personal budget and explain why managing your personal finances is important to your success.
7. Name at least six principles of selling retail products in the salon.
8. List the important personal characteristics that help you build a client base.
9. Explain at least three different activities that you can undertake to expand your client base.

CHAPTER GLOSSARY

<i>client base</i>	Customers who are loyal to a particular cosmetologist.
<i>commission</i>	Percentage of revenue that a salon takes in from sales earmarked for practitioner.
<i>job description</i>	Document that outlines all duties and responsibilities of a particular position in a salon or spa.
<i>retailing</i>	Act of recommending and selling products to your clients for at-home hair care.
<i>ticket upgrading or upselling services</i>	Practice of recommending and selling additional services to clients.

BOOTH RENTAL

Booth rental has become so popular that it is now practiced in over 50% of all salons in the United States. Currently, it is legal in every state except Pennsylvania, where there is a law prohibiting booth rental, and New Jersey where the state board does not recognize booth rental as an acceptable method of doing business. Many people see booth rental, or renting a station in a salon (also known as chair rental), as a more desirable alternative to owning a salon. In a booth rental arrangement, a practitioner generally:

- Rents a station or workspace in a salon from the salon owner
- Is solely responsible for his or her own clientele, supplies, record-keeping, and accounting
- Pays the salon owner a weekly fee for use of the booth
- Becomes his/her own boss for a very small amount of money
- Maintains expenses that are fairly low

Booth rental is a desirable situation for many practitioners who have large, steady clienteles, and do not have to rely on the salon to keep busy. Unless you are at least 70% booked all the time, however, it may not be advantageous to rent a booth.

Although it may sound like a good option, booth renting has its share of obligations, such as:

- Keeping records for income tax purposes and other legal reasons
- Paying all taxes, including higher Social Security (double that of an employee)
- Carrying adequate malpractice insurance and health insurance
- Maintaining inventory
- Managing the purchase of products and supplies
- Budgeting for advertising, or offering incentives to ensure a steady influx of new clients
- Paying for all education
- Working in an independent atmosphere where teamwork usually does not exist, and salon standards are interpreted on an individual basis

As a booth renter, you will not enjoy the same benefits as an employee of a salon would, such as paid days off or vacation time. Remember, when you are not working, you do not get paid.

OPENING YOUR OWN SALON

Like climbing Mount Everest, and all the physical and mental challenges that it entails, opening your own salon is a huge undertaking. Regardless of the type of salon you hope to open, there are some basic factors that you should consider carefully, such as the following:

1. **Location.** Having good visibility and accessibility are two of the most important factors in predicting the success of a business. The location that you select should reflect your target market, have access to plenty

PURCHASING AN ESTABLISHED SALON

Purchasing an existing salon could be an excellent opportunity, but, as with anything else, you have to look at all sides of the picture. If you choose to buy an established salon, seek professional assistance from an accountant and a business lawyer (Figure 32-4). In general, any agreement to buy an established salon should include the following:

- Written purchase and sale agreement to avoid any misunderstandings between the contracting parties.
- Complete and signed statement of inventory (goods, fixtures, and the like) indicating the value of each article.
- If there is a transfer of a note, mortgage, lease, and bill of sale, the buyer should initiate an investigation to determine whether there are defaults in the payment of debts.
- Identity of owner.
- Use of the salon's name and reputation for a definite period of time.
- Disclosure of any and all information regarding the salon's clientele, and its purchasing and service habits.
- Noncompete agreement stating that the seller will not work in, or establish a new salon, within a specified distance from the present location.

DRAWING UP A LEASE

In most cases, owning your own business does not mean that you own the building that houses your business. When renting or leasing space, you must have an agreement between yourself and the building's owner that has been well thought out and well written. The lease should specify clearly who owns what, and who is responsible for which repairs and expenses. You should also secure the following:

- Exemption of fixtures or appliances that might be attached to the salon so that they can be removed without violating the lease.
- Agreement about necessary renovations and repairs, such as painting, plumbing, fixtures, and electrical installation.
- Option from the landlord that allows you to assign the lease to another person. In this way, obligations for the payment of rent are kept separate from the responsibilities of operating the business, should you decide to bring in another person or owner.

PROTECTION AGAINST FIRE, THEFT, AND LAWSUITS

- Ensure that your business has adequate locks, fire alarm system, and burglar alarm system.
- Purchase liability, fire, malpractice, and burglary insurance, and do not allow these policies to lapse while you intend to remain in business.
- Become thoroughly familiar with all laws governing cosmetology, and with the sanitary codes of your city and state.
- Keep accurate records of the number of employees, their salaries, lengths of employment, and Social Security numbers as required by



Figure 32-4 A lawyer specializing in leases and business sales is a good source of professional advice.



Figure 32-5 Coaching a new practitioner.

various state and federal laws that monitor the social welfare of workers.

- Ignorance of the law is no excuse for violating it. Always check with your regulatory agency if you have any questions about a law or regulation.

BUSINESS OPERATIONS

Whether you are an owner or a manager, there are certain skills that you must develop in order to successfully run a salon. To run a people-oriented business, you need the following:

- An excellent business sense, aptitude, good judgment, and diplomacy
- Knowledge of sound business principles

Because it takes time to develop these skills, you would be wise to establish a circle of contacts—business owners, including some salon owners—that can give you advice along the way. Consider joining a local entrepreneurs group, or your city's Chamber of Commerce, to extend the reach of your networking.

Smooth business management depends on the following factors:

- Sufficient investment capital
- Efficiency of management
- Good business procedures
- Cooperation between management and employees
- Trained and experienced salon personnel (Figure 32-5)
- Excellent customer service delivery
- Proper pricing of services (Figure 32-6)

ALLOCATION OF MONEY

As a business operator, you must always know where your money is being spent. A good accountant and an accounting system are indispensable. The figures in Table 32-1 serve as a guideline, but may vary depending on locality.

THE IMPORTANCE OF RECORD-KEEPING

Good business operations require a simple and efficient record system. Proper business records are necessary to meet the requirements of local, state, and federal laws regarding taxes and employees. Records are of value only if they are correct, concise, and complete. Proper bookkeeping

methods include keeping an accurate record of all income and expenses. Income is usually classified as receipts from services and retail sales.

STYLES BY DOTI

Haircuts

Designer cuts for women	\$40
Men's cut	\$25
Children's cut	starting at \$15
Formal updos	starting at \$45

Haircolor Services

Virgin application, single-process	starting at \$40
Color retouch	starting at \$35
Double-process	starting at \$55
Dimensional highlighting (full head)	\$75
Dimensional highlighting (partial head)	\$60

Texture Services

Customized perming	starting at \$80
Spiral perm	starting at \$100
Includes complimentary home maintenance product.	

Figure 32-6 Typical salon price list.



Figure 32-7 Consumption supplies for each shampoo station.

PURCHASE AND INVENTORY RECORDS

The purchase of inventory and supplies should be closely monitored. Purchase records help maintain a perpetual inventory, which prevents overstocking or shortage of needed supplies, and also alerts you to any incidents of pilfering (petty theft by employees). These records also help establish the net worth of the business at the end of the year.

Keep a running inventory of all supplies, and classify them according to their use and retail value. Those to be used in the daily business operation are **consumption supplies** (Figure 32-7). Those to be sold to clients are **retail supplies**.

SERVICE RECORDS

Always keep service records or client cards that describe treatments given, and merchandise sold to each client. Either a card file system or software program will serve this purpose. All service records should include the name and address of the client, the date of each purchase or service, the amount charged, products used, and results obtained. Clients' preferences and tastes should also be noted. For more information on filling out these cards, and for examples of a client record card, see Chapter 4.

OPERATING A SUCCESSFUL SALON

The only way to guarantee that you will stay in business and have a prosperous salon is to take excellent care of your clients. Clients visiting your salon should feel that they are being well taken care of, and that they always look forward to their next visit. To accomplish this, your salon must be physically attractive, well organized, smoothly run, and, above all, sparkling clean.

PLANNING THE SALON'S LAYOUT

One of the most exciting opportunities ahead of you is planning and constructing the best physical layout for the type of salon you envision. Maximum efficiency should be the primary concern. For example, if you are opening a low-budget salon offering quick service, you will need several stations, and a small- to medium-sized reception area since clients will be moving in and out of the salon fairly quickly. Your retail area may also be on the small side, since your clients may not have a lot of disposable income to spend on retail products (Figure 32-8).

However, if you are opening a high-end salon or luxurious day spa where clients expect the quality of the service to be matched by the environment, you will want to plan for more room in the waiting area. You may, in fact, choose to have several areas in which clients can lounge between services and enjoy beverages or light snacks. Some upscale salons feature small coffee bars that lend an air of sophistication to the environment. Others offer quiet, private areas where clients can pursue business activities such

USE OF THE TELEPHONE IN THE SALON

An important part of the business is handled over the telephone. Good telephone habits and techniques make it possible for the salon owner and practitioners to increase business and improve relationships with clients and suppliers. With each call, a gracious, appropriate response will help build the salon's reputation.

GOOD PLANNING

Because it can be noisy, business calls to clients and suppliers should be made at a quiet time of the day, or from a telephone placed in a quieter area of the salon.

When using the telephone, you should:

- Have a pleasant telephone voice, speak clearly, and use correct grammar. A “smile” in your voice counts for a lot.
- Show interest and concern when talking with a client or a supplier.
- Be polite, respectful, and courteous to all, even though some people may test the limits of your patience.
- Be tactful. Do not say anything to irritate the person on the other end of the line.

INCOMING TELEPHONE CALLS

Incoming phone calls are the lifeline of a salon. Clients usually call ahead for appointments with a preferred practitioner, or they might call to cancel or reschedule an appointment. The person answering the phone should develop the necessary telephone skills to handle these calls. In addition, some guidelines for answering the telephone are discussed below.

When you answer the phone, say, “Good morning [afternoon or evening], Milady Salon. May I help you?” or “Thank you for calling Milady Salon. This is Jane speaking. How may I help you?” Some salons require that you give your name to the caller. The first words you say tell the caller something about your personality. Let callers know that you are glad to hear from them.

Answer the phone promptly. On a system with more than one line, if a call comes in while you are talking on another line, ask to put the person on hold, answer the second call, and ask that person to hold while you complete the first call. Take calls in the order in which they are received.

If you do not have the information requested by a caller, either put the caller on hold and get the information, or offer to call the person back with the information as soon as you have it.

Do not talk with a client standing nearby while you are speaking with someone on the phone. You are doing a disservice to both clients.

BOOKING APPOINTMENTS BY PHONE

When booking appointments, take down the client's first and last name, phone number, and service booked. Many salons call the client to confirm the appointment 1 or 2 days before it is scheduled.

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for holidays and special yearly events such as proms, New Year's Eve, or the wedding season.

Here are some advertising venues that may prove fruitful for you.

- Newspaper ads and coupons, or coupon books (Figure 32-14).
- Direct mail to mailing lists and your current salon client list.
- Classified advertising in the local phone book or Yellow Pages directory.
- Email newsletters and discount offers to all clients who have agreed to receive such mailings. Always include an "unsubscribe" link.
- Website offerings.
- Giveaway promotional items such as combs, emery boards, key chains, refrigerator magnets, or calendars.
- Window displays that feature and attract attention to the salon and your retail products.
- Radio advertising.
- Television advertising.

**Spring Specials
at
The Manor Day Spa**

*Celebrate the coming of spring!
Let us pamper you with one of our new deluxe packages*

The Getaway:	Swedish massage, facial, manicure, pedicure, makeup, haircut and styling (includes complimentary lunch)	\$200
The Refresher:	deep cleansing facial, makeup, haircut and styling	\$100
Body Sensations:	aromatherapy massage, facial, makeup	\$75
Tips and Toes:	spa manicure, hot stones pedicure	\$55

Feb. 15 through May 15 only

Deep conditioning treatment with every haircolor service!
Call now to reserve an hour, two hours, or a whole day
of relaxation and pampering at the Manor.

Bring in this ad to receive a 5% discount on any service.

**The Manor Day Spa, 123 Main Street, Hometown, USA 12345
(300-555-1111)**

**Open Tuesday - Friday 10-6,
Saturday 10-4**

Figure 32-14 Newspaper advertisement for services at a salon.

REVIEW QUESTIONS

1. What are the two ways in which you may go into business for yourself?
2. List five factors to consider when opening a beauty salon.
3. Name three types of ownership under which a business may operate.
4. What purpose do accurate records serve?
5. What two types of supplies make up a beauty salon's inventory?
6. Why is the reception area of a salon important?
7. Why is the receptionist called the "quarterback" of the salon?
8. Explain the elements of good telephone technique.
9. List six different kinds of advertising.
10. What is the best form of advertising? Why?

CHAPTER GLOSSARY

<i>booth rental</i>	Renting a booth or station in a salon (also known as chair rental).
<i>business plan</i>	Written plan of a business, as it is seen in the present and envisioned in the future.
<i>business regulations and laws</i>	The rules of any/all local, state, and federal agencies you must comply with when you decide to open your salon or rent a booth.
<i>capital</i>	Money needed to start a business.
<i>consumption supplies</i>	Supplies used in daily business operation structure controlled by one.
<i>corporation</i>	Ownership structure controlled by one or more stockholders.
<i>demographics</i>	Information about the size, average income, and buying habits of the population.
<i>insurance</i>	A means of guaranteeing protection or safety for malpractice, property liability, fire, burglary and theft, and business interruption.
<i>partnership</i>	Business structure in which two or more people share ownership, although not necessarily equally.
<i>personnel</i>	Employees; staff.
<i>record-keeping</i>	The maintaining of accurate and complete records of all financial activities in your business.
<i>retail supplies</i>	Supplies sold to clients.
<i>salon operation</i>	Knowing and complying with all Federal Occupational Safety and Health Administration (OSHA) guidelines, including those that require the ingredients of cosmetic preparations be available for employees.
<i>salon policies</i>	The rules or regulations adopted by a salon to ensure that all clients and associates are being treated fairly and consistently.
<i>sole proprietor</i>	Individual owner and manager of a business.
<i>written agreements</i>	Documents such as a business plan, which is a written description of your business as you see it today, and as you foresee it in the next 5 years.

There is so much going on, so get out and look around. Don't just look at the education you want; look at where in the world you haven't been yet. Find the education and make that your point of reference. You'll get to see other places, like the Italian streets, and it will make you think differently about style in America. Everybody in America has a certain way of thinking about Europe, and in Europe everybody wants everything American. Even in Japan they want a piece of America. You've taken on a license that gives you the language we all speak, the language of professional beauty. So get a passport and get ready. It's all about education, travel, having fun, and making money.

I want to be the first to congratulate you and welcome you into our incredible industry. You know the things we must do together to make things happen. Zig Zeigler, one of my favorite motivational speakers, said it the best: "If you do the things you ought to do when you ought to do them, the day comes when you get to do what you want to do when you want to do it." So pick your mentors, pick a target, and start thinking of school as a place where you learn your skills and develop a good work ethic.

Develop the habit of working hard in school; that will make things so easy when you become an employee of a salon because you'll fit right in. You'll already be up to speed. The thing about this industry that will blow your mind is how quickly you get to move closer to your goal. If you focus every day on taking a step in that direction, in no time at all you will realize your first goal—and then, my friends, you get to move on to the second one.

See you at a trade show soon!