

ASPYA SALON

INDUCTION PROCESS

Use of this induction manual is the first step to offering a consistent level of exceptional service and a clear understanding by your team as to how to deliver it. This tool enables you to offer written documentation of the standards you uphold within your salon to share with all the team. It is suggested that you use this manual to ensure all your team members are familiar with both the philosophy of the ASPYA Salon and the valued point of difference it gives your salon for strong market share.

Procedures lay a solid platform to ensure systems are in place to address the way in which your business is to be conducted. In this manual we address how to deliver exceptional service in all areas within your business to ensure each policy addresses the area you intend to refine and the procedure is clear on how it is to be carried out in the salon. In an increasingly competitive market the ASPYA Salons need to strive to not only offer, but deliver exceptional service to every client on every visit.

As new team members join your business this manual will prove invaluable in the delivery of training and the continuity of the strong image ASPYA Salons have out in the marketplace.

Important to note:

We suggest you do a group training session with existing team members to familiarise them with the philosophy of being an ASPYA Salon, and the strong philosophy of De Lorenzo (**refer to the technical section for the specific areas**). Any new team members need to be made aware of this process as part of your induction process into the expectations, goals and standards you need upheld in your salon.

We have included an 'ASPYA SALON POLICY' document that you can use to help your team's induction process.



DE LORENZO

ASPYA

SALON POLICIES

• EXCEPTIONAL SERVICE AND ADVICE

It is our policy that all clients are given a thorough consultation using the 5C's – Colour, Cut, Curl and Condition and Care (home hair care) and a professional hair and scalp analysis is provided and advice given to every client on how to maintain their hair at home. With exceptionally high standards we strive to offer professional, friendly service to each and every client.

Outlined in the technical section of our ASPYA induction manual are the technical sessions all ASPYA team members are expected to read to achieve consistency in the high level of service offered to clients.

• ASPYA TRAINING

It is a requirement of our salon that all team members actively participate in all-training sessions, both in meeting format and technical sessions. Technical sessions are conducted by De Lorenzo to ensure updated colouring, styling and product information is clear and we encourage all team members to attend these sessions.

We conduct quarterly appraisals to track the development of all stylists and a plan of action to ensure a clear understanding of when training will occur and what training will be conducted.

• PERSONAL APPEARANCE AND HYGIENE

We are in a fashion industry and our personal image needs to reflect this. First impressions are lasting impressions. Areas which need specific attention are:

- Clothes are fashionable, clean, neatly pressed and free of stains.
- Hair and make-up is done prior to arriving at the salon (you never know which client you may meet).
- Nail polish is either on or off, not chipped.
- Shoes must meet the Workplace Health and Safety standard, enclosed shoes to cover you in case of injury.
- Personal hygiene is essential as we come in close contact with our clients.

- **SALON APPEARANCE**

Our client's visit to the salon is to be a comfortable and enjoyable experience.

It is a requirement that all team members tidy after themselves throughout the day e.g. sweep hair and tidy benches. Teamwork is essential to ensure no clients are seated in a dirty work station.

Our list of daily, weekly and monthly maintenance tasks are on the back wall, all team members are responsible for the tasks. The entire salon needs to be kept organised and tidy. In particular:

- Front windows/doors clean and free from fingerprints and cobwebs.
- Reception area is kept clutter free and dusted.
- All work stations are wiped over and hair/capes removed prior to seating clients.
- Towels are free of threads and holes.
- Coffee area is kept spotless and attention to detail with cleaning the coffee mugs and glasses.
- Trolleys are to be kept tidy and organised in a central area, not left all over the salon.
- Retail shelves are dusted daily and restocked, ensuring all stock is pulled forward.
- Magazines are to be kept neat and ripped ones thrown out. Monthly sorting of old magazines.

- **MAKING APPOINTMENTS**

- When answering the telephone remember to smile and speak clearly. Beginning with announcing the salon name and your name. This is often a client's first impression of our salon so please conduct yourself both professionally and friendly.
- Repeat the appointment time, service booked, client name and contact number back to the client at the end of the conversation to ensure you have it right.
- Each stylist has their personal clientele, so ensure this is clarified with the client when booking the client's appointment.

- **CLIENT EDUCATION**

As professional stylists it is a requirement that we are educating our clients from the moment they enter our salon. The CAP technical session outlined in the Technical Section steps you through the procedure of doing hair and scalp analysis on all clients that enter our salon. The 4 balances is the strong philosophy that sets us apart from other salons, the De Lorenzo philosophy is our unique point of difference that turns our customers into clients.

We don't pick and choose who should receive professional advice, each and every client experiences a full hair and scalp analysis and this is recorded onto the consultation card. This is a vital tool we use in the salon with every client.

It is essential you understand all products and services we provide in the salon and attend the training sessions that keep us updated with both product knowledge as well as technical skills. It is the responsibility of all team members to show all clients the products they need to enable the client to smell touch and understand how use each one.

• SALON ATMOSPHERE

We want to ensure our client's experience at the salon is relaxing and enjoyable, so the following are areas for all team members to be aware of to ensure client comfort is maintained:

- Music type and volume.
- Display of products on the front shelves and in salon.
- Reading material is kept updated and orderly.
- All team members turn up for work positive, motivated and ready to share a great day with your clients and team members alike.

The aim should be for total professionalism but at the same time ensure the client is treated to a memorable experience.

• PRODUCT MERCHANDISING

The retail area is a very valuable part of any business, and all team members should be trained on the importance of maintaining the visual appearance of retail product in a way that will appeal to clients and attract sales. De Lorenzo promotional tools should be prominently displayed, clean and with a full display to attract client's attention. Refer to Marketing section.

We need to also be aware of:

- Rotating stock when our stock order arrives to ensure the existing products are being sold first.
- It is essential to understand how to display the correct products in the most valuable position, consult with your manager to ensure the display is correct.
- Shelf talkers and A5 display material supports the message of the salon promotion and needs to be on display.
- Stock should be dusted daily and shelves cleaned weekly.
- If there are products that your team members are not completely familiar with, please ask your agent to arrange some additional training to ensure the features and benefits of each De Lorenzo product are correctly explained to your salon clients. This knowledge will naturally lead to a greater inclination to 'retail' the products to your clients.