

SERIOUS CHANGE FOR SERIOUS TIMES

How to maximize your Salon & Spa business
in the new world!

*This program is for owners, managers, and ALL technicians



LEARN HOW TO:

- **Increase service and retail sales** 20% to 100%+
- **Add \$100 to \$500+** to your book every day
- Professionally and easily **double/triple home care sales**
- **Increase guest visits** by 2 to 6 times per year
- **Inspire trust and confidence** with your guest in a post/present pandemic world
- **Discover how you are performing** according to the Industry Performance Standards
- **Set, track, and achieve personal/business goals** to turn them into reality
- Become a **\$100,000 to \$200,000 Salon/Spa Professional**

MEET YOUR TRAINERS



LAURENGARTLAND



LANCECOURTNEY

AVG. RESULTS OVER 2 YRS.

Avg. Retail Ticket:
248% Increase

Avg. Service Ticket:
134% Increase

Avg. Pre-booking:
59% Increase

Champ Camp Virtual Includes:

Experience: This educational series is certain to be fun, life-changing, and ADHD-proof!

Length: Series of (10) 2-hour live webinars

Success Work will be assigned to each module. This is where the magic happens!

Collaboration: Private Group Facebook Page – for continued support and encouragement

Tracking Results: Complimentary Online Tracker to measure results and growth (\$249 value free)

Recognition: Gold, Silver & Bronze top achievement medal winners awarded for highest increase in KPI's

Recordings: All training will be posted on your private My Account for a limited time frame

INSPIRATION
EMPOWERMENT
FREEDOM

COURSE OUTLINE:

These **proven** and **repeatable** systems lead to an **INSTANT INCREASE** in service & retail sales, and guest retention.

MODULE 1:
SETTING YOURSELF UP TO WIN

MODULE 2:
INCREASE YOUR SALES & INCOME 20% TO 100%+

MODULE 3:
THE SECRET TO PLAYING SMARTER

MODULE 4:
HOW TO WIN A GUEST FOR LIFE

MODULE 5:
10 STEPS TO EXECUTING A PERFECT GUEST CONSULTATION

MODULE 6:
DOUBLE & TRIPLE YOUR SERVICE SALES WITH CONFIDENCE

MODULE 7:
THE ART OF UPSELLING

MODULE 8:
BECOME A RETAIL SUPERSTAR

MODULE 9:
BECOME A PRE-BOOKING GURU

MODULE 10:
THREE WAYS TO GAIN NEW AND IDEAL GUESTS

INVESTMENT:

FIRST TICKET: \$999USD
WELLA GLOBAL ELITE POINTS - 81,918

EACH ADDITIONAL TICKET
FROM THE SAME SALON: \$599USD
WELLA GLOBAL ELITE POINTS - 49,118

CLICK HERE TO
**REGISTER
NOW!**

COURSE OUTLINE

While other trainings tell you 'what to do, and why to do it,'
Champ Camp teaches you 'HOW TO' do it!

Module 1: Setting Yourself Up to Win

- Business Assessment – Identify where you are now in the ten essential areas of your business.
- Housekeeping & Guidelines for Success
- Tracking Results

Module 2: Increase Your Sales & Income 20% to 100%+

- Identify business benchmarks (KPI)
- Discover the top four areas to increase your income every day
- Learn how to set S.M.A.R.T. goals and identify your compelling why
- A Business Success System to grow sales & income consistently

Module 3: The Secret to Playing SMARTER

- Formula to become a \$100,000 to \$200,000 salons/spa professional
- A proven 5-step system to add \$100 to \$500+ to your book every day
- How to make more money with fewer guests and without raising prices
- Learn the art of strategy to achieve your personal & financial goals

Module 4: How to Win a Guest for Life

- The ten things most important to a guest
- Top 3 reasons a guest will leave
- How to instantly earn trust and build rapport
- A 4-step formula to build long-term meaningful relationships

Module 5: Ten Steps to Executing a Perfect Guest Consultation

- How to identify the guest wants, needs and desires before each service
- How to effortlessly double your service & retail sales with confidence
- Demonstrate & roleplay Part 1 of the "Perfect Guest Consultation"

Module 6: Double & Triple Your Service Sales with Confidence

- Master Part 1 of the Perfect Guest Consultation
- Learn a 4-step proven system to upsell every guest, each visit
- Experiential roleplaying, where the participants really "get it"!

Module 7: The Art of Upselling

- Master a 5-step repeatable system to make a professional recommendation without feeling pushy
- Interactive roleplaying and experiential learning

Module 8: Become a Retail Superstar

- Learn two proven systems to increase retail sales by 100% to 500%+
- A 40-second repeatable system to educate every guest on each product
- The magic 1-minute system to guarantee your guest takes home the products they need
- Learn the industry performance standards for retail - discover how you compare

Module 9: Become a Pre-booking Guru

- Discover how you compare to the industry pre-booking performance standards
- A proven system to take home an extra \$500 to \$2,000 per month
- How to confidently invite each guest to pre-book
- A 45-second repeatable system to increase guest visits by 2 to 6 times per year

Module 10: Three Ways to Gain New and Ideal Guests

- How to turn your existing guests into your extended sales force
- A 1-minute repeatable system to ask for referrals and get them
- Announce winners of the Gold, Silver & Bronze medals

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