



Management Systems

The benefits of the Goldwell Management System can be realized when five critical questions are asked about your business:

- What happened last month?
- What would 11 more months of that look like, if nothing were to change?
- What would the next year look like if segments of the business were to increase according to targets that you set?
- What would it take to reach those targets?
- What resources would you have to allocate?

Using the Goldwell Management System as a tool for your business allows you to see at any given time what the productivity of your staff is, and shows you what is needed in order to attain the goals you have set for your business. This is a system which you put in place to give you information on a constant basis so you can manage the results you are committed to having in the future.



What If?

Your Color Business Increased By 20% - 30% - 50%

If 150 heads were colored at an average charge of \$45 per...

150 at \$45 = \$6,750

20% increase = 180 at \$45 = \$8,100

30% increase = 195 at \$45 = \$8,775

50% increase = 225 at \$45 = \$10,125

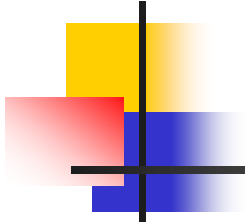
Your Sales of Home Care Increased By 20% - 30% - 50%

If total sales last month were \$5,500...

20% increase = \$6,600

30% increase = \$7,150

50% increase = \$8,250



SYSTEMS

Systems are structures that you put in place to track the results you are producing and show you the path you must follow to meet your goals.

SCORE CARDS

A Score Card in your salon lets you see at any point in time how the players are doing. It allows you to talk to staff about attaining goals, based on the results they are currently producing.

GAME PLANS

After you have asked yourself a series of "What If" questions, you can set targets for your business. You can decide whether you want to have an increase to your color business, or in retail sales. You decide for yourself if you are looking for increases of 10%, 20%, 30%, or whatever is appropriate for that part of your business.

Then you can design a Game Plan. If you know how many colors you did last month, and your Game Plan calls for a 20% increase, by knowing how many colors each staff member did last month, you can calculate the number they must do next month in order to have a 20% increase. This works for any part of your business. After you have picked your targets and you know what they mean for each staff member, you can put a Game Plan into place that lets you see each day how the staff is performing.

If the results are not coming through, you can take action to change the course. That's when the manager's job is to use this information to make decisions about allocating resources. By asking, "What's needed", action can be taken. Does the staff require education or motivation? Could the salon engage in a promotion to its clients for a particular service or product?

Management Systems

Score Card

Track the performance of each staff member over a 4-week period

Week 1	Mon	Tues	Wed	Thurs	Fri	Sat	Total	\$
# of Clients	5	7	7	10	8	6	43	1200
Women	4	4	5	7	7	6	33	
Men	–	1	2	2	–	–	5	
Children	1	2	–	1	1	–	5	
Permanent/Semi Perm Color	2	1	1	3	2	1	10	
Highlights	1	3	3	4	3	1	15	
Perms	–	1	1	1	2	2	7	
Treatments	–	–	1	1	1	2	5	
Retail Sales	3	4	4	7	6	3	27	

Management Systems

Score Card

Track the performance of each staff member over a 4-week period

Week 2	Mon	Tues	Wed	Thurs	Fri	Sat	Total	\$
# of Clients	6	6	4	9	7	4	36	980
Women	5	4	4	7	4	4	28	
Men	1	1	–	1	2	–	5	
Children	–	1	–	1	1	–	3	
Permanent/Semi Perm Color	1	2	2	3	1	3	12	
Highlights	1	1	2	2	4	1	11	
Perms	1	1	–	1	1	–	4	
Treatments	1	–	–	1	1	–	3	
Retail Sales	3	4	3	7	5	4	26	

Management Systems

Score Card

Track the performance of each staff member over a 4-week period

Week 3	Mon	Tues	Wed	Thurs	Fri	Sat	Total	\$
# of Clients	5	7	7	10	8	6	43	1200
Women	4	4	5	7	7	6	33	
Men	–	1	2	2	–	–	5	
Children	1	2	–	1	1	–	5	
Permanent/Semi Perm Color	2	1	1	3	2	1	10	
Highlights	1	3	3	4	3	1	15	
Perms	–	1	1	1	2	2	7	
Treatments	–	–	1	1	1	2	5	
Retail Sales	3	4	4	7	6	3	27	

Management Systems

Score Card

Track the performance of each staff member over a 4-week period

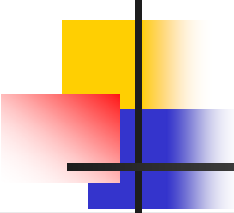
Week 4	Mon	Tues	Wed	Thurs	Fri	Sat	Total	\$
# of Clients	7	6	3	11	8	6	41	1100
Women	6	4	3	8	6	6	33	
Men	1	–	–	2	1	–	4	
Children	–	2	–	1	1	–	4	
Permanent/Semi Perm Color	1	2	2	3	1	1	10	
Highlights	4	2	–	4	2	1	13	
Perms	2	–	–	1	1	1	5	
Treatments	–	1	1	1	–	1	4	
Retail Sales	4	2	2	8	5	4	25	

Management Systems Score Card

Now add the 4-weeks of figures together for each staff member and enter them in the table below

4-Week period from							
# of Clients	163						
Women	127						
Men	19						
Children	17						
Permanent/Semi Perm Color	42						
Highlights	54						
Perms	23						
Treatments	17						
Retail Sales	105						
Dollars Total	\$4,480						

Management Systems Score Card



Now add the 4-weeks of figures together for each staff member and enter them in the table below

4-Week period from						
# of Clients						
Women						
Men						
Children						
Permanent/Semi Perm Color						
Highlights						
Perms						
Treatments						
Retail Sales						
Dollars Total						

Management Systems Score Card

Now set your targets for each staff member according to the % increase your looking for

New Targets	Actual Previous 4-Weeks	% Increase	New Monthly Target	Divide By 4 = Weekly Target
Permanent/Semi Perm Color	42	5%	+2 = 44	11
Highlights	54	5%	+3 = 57	15
Perms	23	10%	+2 = 25	6
Treatments	17	20%	+4 = 21	5
Retail Sales	105	5%	+5 = 110	28

Management Systems

Score Card

Now set your targets for each staff member according to the % increase your looking for

New Targets	Actual Previous 4-Weeks		% Increase		New Monthly Target		Divide By 4 = Weekly Target
Permanent/Semi Perm Color							
Highlights							
Perms							
Treatments							
Retail Sales							

Management Systems

Score Card

Put the weekly target for each segment under the totals column, then divide that weekly number by the number of days the staff member is working to give you a daily target

	Mon	Tues	Wed	Thurs	Fri	Sat	Total	\$
# of Clients								
Women								
Men								
Children								
Permanent/Semi Perm Color	2	2	2	3	2	–	11	
Highlights	2	3	3	3	3	1	15	
Perms	1	1	1	1	1	1	6	
Treatments	1	1	1	1	1	–	5	
Retail Sales	4	4	4	7	5	4	28	

