

# WEBUCATION for Beauty Forward

***A unique way to get business education for you and your staff without leaving your salon or home! Sponsored by Beauty Forward and facilitated by Lisa Arnold of Salon & Spa Solutions.***

Ever wanted to educate yourself and your staff more conveniently? Well, now you can with Webucation for Beauty Forward!

This spring, join other salon and spa owners as they take part in the first of a series of Webucation sessions aimed at giving you the BEST education in the industry - all while learning from the comfort of your home or office, your choice! Now you and your staff can listen and WATCH as you learn the secrets of spa and salon success from National Business Coach and Educator Lisa Arnold.

Each business-boosting educational class is just \$29! Space is limited, so sign up today by calling Lisa at 724-444-6903. All Webucation sessions will take place from 10am - 11am EST. Please register at least one week prior to Webinar.

Finally, a comprehensive business education program that is not only convenient, but affordable!

Payment by credit card is preferred. All major credit cards accepted.

**April 13th - Turn your front desk into a profit center!** Pick up new tips and techniques for training and managing this critical employee resource. Lavish some effort and attention on this overlooked area and watch your bottom line grow!

**May 4th - Focus in on those retail sales which can add up to 30% or more of your total income!**

**June 1st - Less than 10% of owners know their retention.** Get valuable information on things you can do to stop the number of clients leaving your business!



## ***Lisa Marie Arnold***

*Lisa Marie Arnold is a 20 year veteran of the salon & spa industry whose expertise lies in coaching and consulting owners and managers.*

*By educating teams on how to consistently work their business plan, salon & spa businesses around the country have achieved positive results, taking their businesses to the next level.*

***At home or at the office!***



**April 13, 2009**

### **FRONT DESK STRATEGIES**

- \* Increase Retention*
- \* Script for Consistency*
- \* Track Advertising Efforts*
- \* Upsell on EVERY Ticket*
- \* Retail with Results*

*(For all front desk staff and owners)*

**May 4th, 2009**

### **MERCHANDISING FOR SUCCESS**

- \* Create a plan for consistent, cost-effective retailing.*
- \* Develop a sampling program that leads to repeat sales*
- \* Evaluate your clients' needs and learn how to target retail sales.*

*(For all owners and managers)*

**June 1st, 2009**

### **RETENTION MATTERS**

*Get on the bandwagon and increase this ever important system in your salon or spa. Learn how to track your numbers and discover what they really mean.*

*What systems are affecting your rates?*

*(For all owners, technicians, and front desk staff)*



**LisaMarieArnold**

BUSINESS COACHING FOR SALONS & DAY SPAS