

RECEPTION

Yes No

- Do you have a Salon Coordinator/Reservationist?
- Is your Reception desk clean and inviting?
- Do you utilize a salon software program?
- Are you attempting to rebook every client at checkout?
- Do you utilize reservation reminders?
- Do you offer salon tours to every new client?
- Do you utilize a client referral program?
- Do you have a quality-control process that ensures a professional client experience?
- Do you utilize a client loyalty program?
- Do you offer a service guarantee?
- Do you maintain an attractive "Point of Purchase" display?
- Do you utilize thank you cards, birthday cards, etc?
- Are reservationists trained on Take Home products?
- Do you utilize scripts/formats to ensure consistent, client-friendly dialogue?

STYLE STATION

Yes No

- Do stylist conduct a consultation (written and/or verbal) with every client?
- Do you have a skill assessment system for cutting, styling and finishing?
- Are stylists educating each client on how to maintain their look between visits?
- Are stylists placing products on stations in front of clients as they are used?
- Are stylists using the 2-minute plan?
- Are stations clean and clutter free?

WASH HOUSE

- Do you utilize a Wash House Menu?
- Do you offer pre and post treatments?
- Do you have a treatment bar?
- Does every guest receiving a relaxing scalp & neck massage?
- Do you offer the T3 Experience to every male client
- Do you utilize a Wash House skill assessment process?
- Do you have a hot towel warmer?
- Do you have relevant merchandising displays?
- Do you have a Wash House captain?
- Is your Wash House environment “spa like ambiance”, i.e. relaxing, tranquil.

COLOR BAR

Yes No

- Do you have a Color Bar Menu?
- Do you have a Color Bar captain?
- Is your Color Bar clean, fully stocked, and organized?
- Do you have a Color skill assessment process?
- Does your Color Bar allow for interaction with your clients?
- Do you have simple and relevant merchandising displays?
- Do you have a “Look Book” that features current, fashionable color techniques?

TOOL BAR

- Do you have an interactive display that encourages the client to “test drive” tools?
- Are thermal use Take Home products available for clients to use during “test drive”?
- Is technology information visible for the client to read?
- Do you have the capacity to promote “Blow Out” service opportunities?
- Do you have a TV showing styling techniques with PM ProTools?
- Do you have a “Look Book” with inspirational images for different styles?
- Is the area clean and clutter free?

TAKE HOME

Yes No

- Do you have a Take Home Theater captain?
- Do you do daily/weekly inventory control?
- Is the entire staff certified on Take Home product knowledge?
- Do you utilize the JPMS product knowledge workbook for gaining purposes?
- Do you update displays and promotions regularly (every 6-8 weeks)?
- Are shelves organized by category and size?
- Are shelves stocked abundantly?
- Do you track Take Home percentage or bottles per client average?
- Are you utilizing the PM Planner/ PM Pro website?
- Are prices clear and easy to read?
- Is the area clean and shopper friendly?
- Are you utilizing the 10 Gotta Do's for salon merchandising?

PRESENT STATE

DESIRED STATE

RECEPTION

STYLE STATION

WASH HOUSE

COLOR BAR

TOOL BAR

TAKE HOME

desired state