

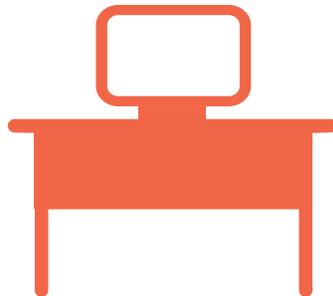
Salon Gotta Do's

JPMS™ artists and experts share their Gotta Do tips when getting back to business in a post-COVID-19 world. Be sure to comply with all federal, state and local guidelines for disinfection and sanitation, and follow PPE guidelines. For more information, refer to the [Considerations When Reopening](#) worksheet.

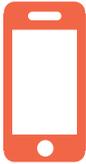


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The Reservation Desk



The Reservation Desk is where the salon experience begins and ends, and is more important than ever when your salon reopens. The Reservation Desk is a vehicle to increase guest traffic, frequency of visit and average service ticket, and is a critical tool in quickly rebuilding your business.

 Consider **digital consultations** like FaceTime, Skype or Instagram video calls. This can help stylists understand a guest's service goals, especially with color. Schedule time 1-2 weeks prior to a service to remotely meet with guests to understand their needs and the products required.

During an in-salon checkout, encourage guests to **book and/or pay online** to limit physical touchpoints in the salon, if those services are available. Providing guests choices on how to book and pay makes them feel empowered and can ease anxieties.

Choose a designated person to **check salon standards**. Much like retailers encourage shoppers to maintain safe distances, your Reservation Desk staff can be a powerful asset in monitoring your salon's distancing and sanitation standards throughout the day.

Create and facilitate an **express checkout system** with the reservationist or stylists to expedite chairside checkout. Include Take Home recommendations and future reservations to alleviate crowds and touchpoints at the Reservation Desk.



Implement **curbside waiting**. Offer to call the guest when the stylist is ready to allow guests to safely wait in their car before walking in for their service.

Have a plan for services that may run longer than scheduled. Additional sanitation standards and communication may add more time to services. Clearly communicate with both in-process and upcoming guests if/when services run over.

The Wash House



The Wash House harnesses the power of human touch to transform a simple service into an unforgettable spa-like retreat. Customized add-on treatments, spa ambience, and a signature opportunity for human connection can inspire your guests to book their next appointment. Use these tips and add-ons to create both an indulgent Wash House experience and a vital business-booster.



Inventory check! **Review your current stock** and identify minimum inventory levels. Consider increasing stock of post-color shampoo and conditioner.

Anticipate a higher volume of reparative and restorative treatments.

“What is your hair craving?” Provide a **Wash House menu** to put the power of choice in your guest’s hands. Offering choices and options personalizes the experience and elevates it into something special. It’s also an opportunity to link your guest’s hair transformation to the products used, boosting Take Home potential.

Take your time! A guest’s first time in the Wash House post-quarantine has the potential to be their most memorable and celebrated shampoo service ever. Go slow and give them plenty of indulgent attention.

Plan your **treatment goal**. If you want to increase your treatment revenue, set weekly targets for how many services you need per week to reach your goal. Weekly goals are easier to track and celebrate with your team.



Reach for those **sanitizing products** after each guest and ensure every surface is safe to use again. Don’t worry about keeping the process hidden from your guest—most will appreciate the diligent steps your salon is taking to keep them safe.

The Color BarSM



Celebrate your professional expertise with the Color Bar—an area dedicated to the merchandising, mixing and processing of hair color that encourages your guests to see hair color as a salon-only service. In a time when clients may be tempted by home hair color, there is no better opportunity to showcase the importance of professional formulation and results only available in the salon.



Be prepared for a wave of color corrections due to at-home coloring. **Remain non-judgmental** in your communication as you consider the best way to approach the corrective service. Now is the time to show your expertise and professional training, but also remember to show your support and understanding.

Celebrate the art of formulation. Feature a mobile Color Bar showcasing artistic formulation and mixing in front of your guest—this can elevate a simple salon service into something special. Present each step, adding value and meaning to the importance of professional color.

Be transparent and mindful of timing. When your salon reopens, space and timing will be at a premium. Make sure your team is realistic and **honest with guests** about their hair color goals and the time it will take to achieve their looks.

Protect your guest's color investment by **integrating Take Home products** as an included added value to service tickets. This provides an opportunity to revisit pricing of services that may need a tune-up.



Pre-book, pre-book, pre-book. At the close of a color service, be sure to discuss their next color refresh to keep color looking its best. Strive to get your guests pre-booked for their next service before they leave the salon.

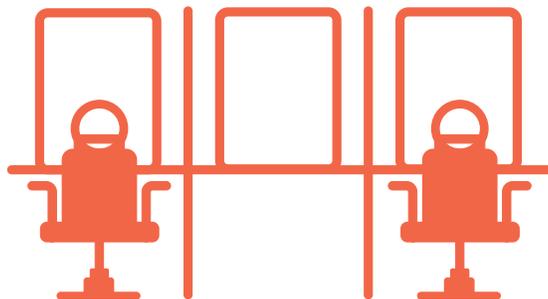
Activity at the Color Bar requires an elevated set of **standards for sanitation.** Place clean tools (e.g., gloves, cotton, foil, bowls, bottles, brushes, etc.) in clean, labeled, dry, enclosed, disinfected containers. Don't worry about hiding these standards from your guests. The more they see, the more comfortable they'll feel.



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The Stylist Station



Your stylist station is not just a chair for cutting and styling your guests' hair— it's a place to build community and provide knowledge that will inspire them to make a Take Home purchase and book their next appointment. For many guests, this will be their first time in close proximity to those outside their inner circle. Ensure safety and comfort are top of mind with these tips and strategies.



Style with knowledge. You're the guest's primary source of all product-related information. In a time when self-discovery is limited, make sure to demonstrate and inform on product usage and benefits. Education leads to Take Home sales growth.

Be an active listener. Engage, support and connect with your guest through shared experiences. Swap stories—a personal connection with your guest will be paramount in creating memorable services and **strengthening community relationships.**

During a digital consultation, ask your guest what products they are almost out of, or reference past purchases in case they need to replenish. For example, "I noticed you love using Sculpting Foam — would you like me to pull some and sanitize it for you?" This is an important step in providing a **"white glove" service** where Take Home recommendations are waiting for the guest when they arrive.

Make sure your staff is informed and following **government guidelines.** Consider daily touch-bases (morning and evening) and weekly summaries to help keep the team on track.



Limit physical touchpoints by providing an **express chair-side checkout.** Include the recommended Take Home products and future reservations as part of the process. Ring guests up from their seat for a time-saving and modern approach that keeps sanitation top-of-mind.



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The Take Home Area



A captivating Take Home area is a strategic business builder. Effective product displays and customized regimen recommendations enhance your guests' salon experience, boost sales and provide opportunities to create a tailored at-home routine for each guest.



Give them the white glove treatment. Limit hands-on shopping in your Take Home area by **pre-pulling relevant products** and have them pre-sanitized and waiting for your guests after their service is over.

Goal setting: **Take Home pays your bills.** Set micro goals, like paying off your internet or electric bill with Take Home sales. Bite-size micro goals are easy to understand and existing bills provide a concrete total to reach. Every bottle sold is one step closer to a paid bill.

Recommend...always. Ensure stylists are making **product recommendations** each and every time to boost your Take Home business and guarantee your guests never run out of product.

Need a product knowledge tune-up? Tap into JPMS' online resources for **in-depth product knowledge** guides, cocktail suggestions, product sensitivity charts, and how-to videos to get you back up to speed.



Clean, creative merchandising is a great way to give your salon a daily refresh. Restock and sanitize empty spaces on the shelf, face all bottles forward and turn all nozzles the same direction for an added level of visual polish. **Get creative with dynamic signage** to tell powerful stories in your space.

Not all product sales need to happen in the salon. Consider a **digital storefront** to offer products at the touch of a button. [Learn more here.](#)

Get inspired. Online resources on paulmitchellpro.com like [The Planner](#) and [The Branding + Visual Merchandising Guide](#) provide step-by-step instructions for merchandising displays and Take Home planograms, for all shapes and sizes of salons.

Digital



Digital communication and social media is an integral part of nearly everyone's lives and can be one of the most effective tools for marketing your business to new and existing clients. During this time of transition, learn how to maximize your social media presence to promote and support your salon with best practices, tips and strategies to get your business back on its feet fast.

 **Create, post, repeat!** Your social media presence is only as strong as your sharing regimen. Get in the daily habit of capturing creative salon content, posting it to your social platforms and engaging with your followers. Creating and sharing content keeps your business top of mind.

Widen your reach. Using only one social media platform limits you. **Consider adding Twitter, TikTok and/or Pinterest** to your social media plan. Tap into JPMS' [Salon Guide to Social Media](#) for tips on selecting the best platforms for your business and how to best engage.

Did you know you can **follow hashtags** as well as people and businesses on Instagram and Twitter? Into #Balayage? Want to see more #SkinFades? Interested in #SalonBusiness tips? Explore and follow a variety of specialties from various platforms to populate curated content relevant to your interests.

Content is king. Tailor your posts for the audience and the platform you're using: Create impactful visuals on Instagram, post meaningful resources on Twitter and so on. Use appropriate hashtags to broaden the audience seeing your content and to join relevant conversations.

