

DINO PALMIERI

salon & spa

Blueprint for Salon Growth

A three-month planning calendar

Salon Information

Salon Name: _____ Manager: _____

Location: _____ Phone Number: _____

Expiration Date/Period Qualified

Plan Expiration Date Year: _____

Jan 1st - March 31st July 1st - Sept 30th Service \$ _____ % of Rebook _____

April 1st - June 30th Oct 1st - Dec 31st Retail \$ _____

Business

Year to Date Sales Service \$ _____ vs. Last Year to Date Sales \$ _____

Year to Date Sales Retail \$ _____ vs. Last Year to Date Retail \$ _____

Percentage Up or Down: _____ % Up Down

Schedule

Scheduled Staff Meetings: Month/Day _____ / _____ Time: _____ a.m. or p.m.

Scheduled Staff Meetings: Month/Day _____ / _____ Time: _____ a.m. or p.m.

Scheduled Staff Meetings: Month/Day _____ / _____ Time: _____ a.m. or p.m.

Brands Carried



Systems Used

Wella Kerastase Treatments GK Smoothing Systems Darphin Jane Iredale-Tantasia

Networking

Free Hair Cut Promotions

Education 2012

Class _____ Date _____

Class _____ Date _____

Promotion & Sell Through

Month _____

Type of Activity _____

Activity Theme _____

Set-Up Date _____

Take Down Date _____

Shop for Props Date _____

Product Mix _____

Promotion Budget _____

Order Date _____

Sales Goals _____

Promotion

Month _____

Type of Activity _____

Activity Theme _____

Set-Up Date _____

Take Down Date _____

Shop for Props Date _____

Product Mix _____

Promotion Budget _____

Order Date _____

Sales Goals _____

Promotion

Month _____

Type of Activity _____

Activity Theme _____

Set-Up Date _____

Take Down Date _____

Shop for Props Date _____

Product Mix _____

Promotion Budget _____

Order Date _____

Sales Goals _____

Promotion
