



# BOOST YOUR REVENUE IN THE NEXT 60 DAYS

Follow these 4 simple steps below to boost your revenue in the next 60 days. By implementing these strategies you can see an average revenue increase of up to \$1000 per service provider per month.

## 1 Service Provider Time Audit & Adjustment

Over the next 2 weeks conduct a time audit on your service providers. Observe how much time they are spending on each service. Document their timing and then sit down with them and determine where they are taking longer than needed. The goal is to shorten their service timing by 15-30min.

It is common in our industry for service providers to waste time and drag out services. By streamlining their service timing, they will have the ability to see 1-2 more guests per day.

This can give your service providers an increase of \$300-\$500 in additional revenue per week.

## 2 Pricing Audit

Audit your service pricing and determine how much each service is costing you. (price of service-product cost-supply cost-payroll cost=profit) this is a rough estimate, but a quick way to inject much needed cash.

If you are not making a profit you must increase prices (\$5-\$10) immediately.

This can give you a 5-10% increase in revenue.

## 3 Bonus Revenue

Come up with 3-5 add on services that cost your business very minimal and that can be started immediately. Example- Quick 5-10min hair treatment, or add on facial treatment. Implement immediate training with your team on any product benefits and features and role play with them how to sell the bonus service to their clients.

Then create a benchmark that each of them will be required to hit each week. Make this goal realistic and show them the impact it will have on their paycheck.

## 4 Monitor the previous 3 steps

- Closely monitor that each service provider is staying within the new service timing guidelines that you implemented.
- Ensure that all services prices have been increased.
- Monitor conversations your service providers are having with their clients about add on services. Ensure they are talking about it and converting the service.
- Evaluate their revenue each week to ensure it is increasing.