

2025

# HIRING THAT HITS DIFFERENT



PREPARED BY :

The Beauty Biz Agency

# IS YOUR HIRING PROCESS ON POINT?

OR ARE YOU JUST CROSSING YOUR  
FINGERS?

"Let's be real—most salon and spa owners either don't have a hiring strategy or think they do, but it's just not cutting it. They're basically crossing their fingers and hoping for the best. Spoiler alert: that's NOT how you build a powerhouse team. If you're serious about creating your dream team, you need a solid game plan. And it starts with knowing exactly who you're looking for. That's why we've put together a simple outline to help you craft your ideal employee avatar—because your dream team isn't going to hire itself!"

WONDERING?	SIGNS YOU FOUND THE ONE!
<p>"How do you establish a personal connection with your clients and encourage them to return?"</p>	<p>Candidates should offer specific examples of building trust and loyalty. Strong answers may include consistent communication, professional social media engagement, or maintaining personalized client records to enhance their experience.</p>
<p>"How would you guide a client through choosing and adapting to a new look?"</p>	<p>Ideal responses should outline strategies to help clients feel confident and excited about their transformation. Examples include sharing inspiration photos, explaining how face shape impacts style, and ensuring satisfaction at every step.</p>
<p>"A client comes in with dry, or damaged hair—how would you address their concerns?"</p>	<p>This question assesses the applicant's expertise in offering tailored solutions. Ideal responses should suggest treatment options for various budgets, from deep conditioning to at-home care, while educating the client and confidently recommending the best choice.</p>
<p>"How do you stay updated on the latest trends and education?"</p>	<p>Look for concise answers that highlight multiple methods, such as following industry leaders on social media, attending courses or workshops, and staying engaged with professional communities.</p>
<p>"Has a guest ever been dissatisfied with the service they received from you, and how did you handle it?"</p>	<p>We're looking for honest answers that demonstrate professionalism and problem-solving. Strong responses should include following salon policy, showing patience and understanding, and delivering exceptional customer service. Avoid answers focused solely on offering refunds.</p>
<p>"Why do you want to work at our salon?"</p>	<p>We're looking for responses that align with our salon's values and demonstrate knowledge about our studio. Strong answers should reflect genuine enthusiasm for our mission, culture, and reputation.</p>
<p>"What are your long-term goals in the beauty industry?"</p>	<p>We're looking for responses that demonstrate SMART goals—specific, measurable, achievable, relevant, and time-bound—that show ambition and a clear vision for growth in the industry.</p>
<p>"Are you a team player?"</p>	<p>We're looking for responses that include specific examples of how and why the applicant values collaboration and enjoys working as part of a team.</p>

"WHEN INTERVIEWING, ALWAYS WATCH FOR RED FLAGS AND DEAL BREAKERS—IT CAN BE TRICKY BECAUSE APPLICANTS OFTEN PUT ON A POLISHED FRONT. REMEMBER, SKILLS CAN BE TAUGHT, BUT HIRING SOMEONE WHO ALIGNS WITH YOUR VISION AND CULTURE IS KEY TO BUILDING A SUCCESSFUL TEAM."



THANK  
YOU