

HOW TO FIND (AND KEEP) A ROCKSTAR SALON MANAGER

Finding the right salon manager is a game-changer for your business. A strong leader keeps the salon running smoothly, motivates the team, and ensures clients receive top-tier service. But what exactly should you be looking for in a salon manager? And once you find them, what responsibilities should they handle to keep your salon thriving? Let's break it down.



WHAT TO LOOK FOR IN A SALON MANAGER

The best salon managers have a unique blend of skills that allow them to handle the high-energy, fast-paced environment of a beauty business.

When hiring, keep an eye out for these must-have traits:

- **Strong Leadership & Team Management** – They need to command respect while maintaining positive relationships with the team.
- **Exceptional Communication Skills** – A great manager can handle staff concerns, client complaints, and daily operations with clarity and professionalism.
- **Organizational & Problem-Solving Abilities** – Managing schedules, inventory, and day-to-day salon logistics requires top-tier organizational skills.
- **Industry Knowledge & Experience** – While management skills are key, an understanding of the beauty industry is essential to lead effectively.
- **Ability to Handle Conflict with Diplomacy** – Whether it's resolving staff issues or handling unhappy clients, a strong manager stays professional under pressure.

WHAT A ROCKSTAR SALON MANAGER WILL DO

Once you find the right person for the job, here's what they should be responsible for to keep your salon running like a well-oiled machine:

WHAT TO LOOK FOR IN A SALON MANAGER

Once you find the right person for the job, here's what they should be responsible for to keep your salon running like a well-oiled machine:

1. Oversee Daily Operations

Your salon manager should handle all aspects of the business outside of the salon owner's legal responsibilities. This includes ensuring the salon is well-stocked, fully staffed, and operating efficiently.

2. Hire, Train & Manage the Team

A great manager builds and maintains a strong team. They'll recruit top talent, oversee training, and set clear expectations for staff performance. They'll also be responsible for handling disciplinary issues and, when necessary, terminations.

3. Maintain Scheduling & Payroll

Managing staff schedules, keeping track of payroll, and ensuring appointments flow smoothly all fall under the manager's responsibilities. They should use scheduling software to streamline this process and avoid overbooking or understaffing.

4. Create a Positive Salon Culture

A salon's energy comes from the top down. A strong manager fosters a positive, team-oriented environment by encouraging collaboration, recognizing achievements, and addressing conflicts swiftly and fairly.

5. Handle Customer Complaints & Retention

Even the best salons encounter unhappy clients. A manager should know how to de-escalate situations professionally and turn negative experiences into learning opportunities. They should also focus on client retention by ensuring consistent, high-quality service.

6. Track Sales & Performance Metrics

A salon manager isn't just focused on the day-to-day—they're also looking at the bigger picture. They should analyze key performance indicators (KPIs) such as service and retail sales, staff productivity, and client retention rates to identify growth opportunities.

7. Organize Staff Meetings & Team Building

A great manager keeps the team engaged through regular meetings and ongoing training. They should also plan team-building activities outside of work to strengthen relationships and boost morale.

8. Implement and Enforce Salon Policies

From dress codes to hygiene standards, your manager should ensure that all team members follow salon policies. They should also be the go-to person for enforcing rules fairly and consistently.

9. Stay on Top of Inventory Management

A manager should regularly track and order salon supplies, making sure everything is well-stocked without overspending.

10. Help Grow the Business

Beyond day-to-day operations, a salon manager should work with the owner to implement strategies that drive growth, whether it's improving marketing efforts, increasing retail sales, or enhancing the overall client experience.

FINAL THOUGHTS

A salon manager plays a critical role in the success of your business. Finding the right person means looking for strong leadership skills, excellent communication, and industry knowledge. Once they're in place, they'll handle everything from scheduling and hiring to managing customer experiences and tracking business performance.

Investing in a rockstar salon manager doesn't just improve daily operations—it sets your salon up for long-term success. Ready to find yours?

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