

SALON NUMBERS



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Stop guessing.
Start seeing what's **actually happening**.

If you only start to track ONE thing this week:

Track daily service revenue per stylist

Because busy doesn't always mean productive.

The core stylist numbers I track:

Daily service revenue

→ What they actually bring into the business each day

Client spend (service)

→ Are they maximising each appointment?

Client spend (retail)

→ Are they adding value beyond the chair?

Booking capacity

→ How full are they actually with paying clients – not just blocked time in the system?

Time audit

→ Is one stylist taking double the time for the same service...and no one's realised it or charged for it?

New clients vs requested new clients

→ Are new clients asking for them by name? Is there real demand for them?

WHAT YOUR DATA IS TELLING YOU?

Numbers don't grow your business. Actions do.
Don't track everything and freeze.

Start like this:

Pick ONE stylist
Not the whole team.

Look at their daily service revenue
That's your starting point.

Then ask:

Is their revenue lower than it should be?

→ Is their client spend too low? Are they missing opportunities to add on, upgrade, or charge properly?

Are they quiet?

→ Look at retention and rebooking. Are clients coming back? Are you attracting the right clients?

Are they nearly or fully booked – and still in demand?

→ Are clients still asking for them by name and they just don't have room? That's when it's time to increase prices.

Are they taking too long for certain services?

→ Do they need support with efficiency, or does your pricing need to reflect the time they actually take?





WHAT TO DO NEXT?

Sit down with them. One-on-one.

Show them the facts.

Help them choose **ONE clear focus for the next period.**

Then:

→ Track it

→ Review it

→ Adjust it

Again and again.

This is how real change happens

Not overnight.

But meeting by meeting...

shift by shift.

Just start. One stylist. One number.

If this helped, stay in my world

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