

DRAMATICALLY INCREASE SERVICE AND RETAIL SALES,  
BOOKINGS AND THE GUEST EXPERIENCE AT YOUR FRONT DESK.

The front desk team makes the first and last impression guests have of your salon/spa. These essential team members are the heartbeat of your business, and their voice, face and attitude reflects your brand.

But is this vital piece of your business operating effectively? When the front desk is run skillfully with repeatable systems and processes, it's guaranteed to be a profit center. Now is the time to increase revenue through the first point of contact at your salon —the front desk.



## LEARN HOW TO:

- 1 • **DRAMATICALLY INCREASE RETAIL AND SERVICE SALES AT THE FRONT DESK**
- 2 • **CREATE A "WOW" EXPERIENCE WITH EACH GUEST, EVERY TIME**
- 3 • **TRANSFORM YOUR FRONT DESK TEAM INTO PRE-BOOKING MASTERS**
- 4 • **TURN PHONE CALLS INTO BOOKED APPOINTMENTS AND ADD-ON SALES**
- 5 • **ENCOURAGE GUESTS TO ENJOY SPENDING MORE MONEY ON SERVICES AND RETAIL**
- 6 • **CONVERT DISSATISFIED GUESTS INTO LIFETIME RAVING FANS**



**LAUREN GARTLAND**

#### WHO SHOULD PARTICIPATE?

This virtual series is for all front-desk personnel: Receptionists, concierges, owners, and managers.

You can even have your entire team participate! Challenge the front desk's traditional role with this one-of-a-kind program and take command of the guest experience. Create extraordinary service, higher guest retention, and increased sales.

#### TUITION INCLUDES:

- Course workbook
- Online VIP access to the live recordings
- Hands-on guidance from a certified trainer
- Networking opportunities with other salons in the program

INSPIRATION

TRANSFORMATION

COMMUNITY

## HOW DOES THE PROGRAM WORK?

Top Gun Front Desk consists of (9) 90-minute interactive, live virtual trainings, so you can participate from anywhere. It's a convenient & affordable way to learn the vital skills, systems, and processes needed to create a winning front desk team!

## COURSE OUTLINE

MODULES 1 & 2:

**HOW TO MAKE A WOW FIRST IMPRESSION & MASTERING PHONE ETIQUETTE**

MODULES 3 & 4:

**ACCELERATE RETAIL SALES AND PRE-BOOKING**

MODULE 5:

**HOW TO CONSISTENTLY TURBOCHARGE THE GUEST EXPERIENCE**

MODULES 6 & 7:

**OVERCOMING TURBULENCE AND STABILIZING THE GUEST EXPERIENCE**

FOR ADDITIONAL INFORMATION:

Call 800-496-9305 or email us at: [info@inspiringchampions.com](mailto:info@inspiringchampions.com)

#### INVESTMENT:

**\$1,899 PER SALON**

IC PARTNER DISCOUNT: **\$1,349**

WELLA ACCOUNTS: **\$1,399**

WELLA REWARD POINTS: 97,930

  
**INSPIRING**  
CHAMPIONS  
TAKING YOUR BUSINESS TO THE TOP!

# COURSE OUTLINE

## YOU WILL LEARN HOW TO:

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### **Modules 1 & 2:**

#### **MAKE A WOW FIRST IMPRESSION & MASTERING PHONE ETIQUETTE**

- Take your front desk from good to extraordinary!
- When and how to professionally place a guest on hold
- Wow the guest every time in the first 10 seconds
- Turn phone calls into booked appointments and add-on sells
- Explore the typical client flow chart and how to enhance yours

### **Modules 3 & 4:**

#### **ACCELERATE RETAIL SALES AND PRE-BOOKING**

- Increase retail sales by 20% to 100%+ at the front desk
- Confidently recommend retail products without ever feeling pushy
- Fearlessly invite each guest to pre-book their future visit
- Increase guests visits by 2 to 6 times per year using a repeatable 45-second system

### **Module 5:**

#### **CONSISTENTLY TURBOCHARGE THE GUEST EXPERIENCE**

- Create a confirmation system to avoid no shows and last-minute cancellations
- Design your personalized guest ritual for check-in and check-out
- The three secrets to welcoming guests into your business
- Instantly build meaningful relationships with ALL guests
- Which words and phrases to always avoid when speaking to guests

### **Modules 6 & 7:**

#### **OVERCOMING TURBULENCE AND STABILIZING THE GUEST EXPERIENCE**

- Skillfully care for dissatisfied guests
- Create extraordinary customer service using the platinum rule
- Identify the three places that create service turbulence
- Effectively communicate when disturbance arises
- Remember guest names without looking in the books
- Redirect breakdowns into breakthroughs and gain raving fans