

IGNITE UNPRECEDENTED GROWTH AT YOUR FRONT DESK IN SERVICE & RETAIL SALES, BOOKINGS AND GUEST EXPERIENCES!

The front desk makes the first and last impression guests have of your salon/spa. These essential team members embody your brand's voice, face, and attitude—forming the heartbeat of your business. Are they optimized for success?

When the front desk masters streamlined systems and processes, it transforms it into a profit center. Seize this opportunity to skyrocket revenues and the guest experience through your salon's primary point of contact—the front desk.



LEARN HOW TO:

- 1 • DELIVER EXCEPTIONAL "WOW" EXPERIENCES TO EVERY GUEST, EVERY VISIT!
- 2 • TURN PHONE CALLS INTO CONFIRMED APPOINTMENTS AND ADD-ON SERVICES.
- 3 • EXPLODE RETAIL AND SERVICE SALES AT THE FRONT DESK.
- 4 • CONVERT YOUR FRONT DESK TEAM INTO PRE-BOOKING GURUS.
- 5 • TRANSFORM DISSATISFIED GUESTS INTO LIFETIME ADVOCATES AND RAVING FANS!

**DON'T MISS OUT!
WATCH LAUREN'S MESSAGE**



[Click here to watch video](#)

LAUREN GARTLAND

Dates & Times

All trainings
are on
TUESDAY

PRE-Flight: Jan. 16, 2024
(for Owners & Mgrs. ONLY)

Modules 1-7 for Owners, Managers,
and ALL Front Desk Team:

Module 1: Jan. 23
Module 2: Jan. 30
Module 3: Feb. 13
Module 4: Feb. 20
Module 5: Feb. 27
Module 6: Mar. 05
Module 7: Mar. 12

After Glow - Mar. 26
(for Owners & Mgrs. ONLY)

Select Your Time Zone
09:30 a.m. – 11:00 a.m. PST
10:30 a.m. – 12:00 p.m. MST
11:30 a.m. – 01:00 p.m. CST
12:30 p.m. – 02:00 p.m. EST

TUITION INCLUDES:

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

FOR ADDITIONAL INFORMATION:

Call 800-496-9305 or email us at: info@inspiringchampions.com

INSPIRATION

TRANSFORMATION

COMMUNITY

HOW THE PROGRAM WORKS:

Prepare for lift-off with (9) dynamic, interactive 90-minute LIVE virtual sessions – a practical, affordable, convenient pathway to crafting your WINNING front desk team!

COURSE OUTLINE

PRE-FLIGHT: HOW TO INSPIRE AND INCENTIVIZE YOUR FRONT DESK WITHOUT SACRIFICING PROFIT

MODULE 1: HOW TO MASTER PHONE ETIQUETTE, INCREASE VALUE AND REDUCE CALL TIME

MODULE 2: HOW TO TURN EVERY PHONE CALL INTO BOOKED APPOINTMENTS AND ADD-ON SALES

MODULES 3 & 4: ACCELERATE RETAIL SALES AND PRE-BOOKING NOW!

MODULE 5: STRATEGIES TO TURBOCHARGE & ENSURE A STELLAR GUEST EXPERIENCE EVERY TIME

MODULES 6 & 7: TRANSFORM DISSATISFIED GUESTS INTO LIFETIME ADVOCATES AND RAVING FANS!

AFTER GLOW: YOUR TEAM IS TRAINED NOW WHAT? HOW TO KEEP THE MOMENTUM GOING!

**REGISTER
HERE**



CLICK HERE TO
**REGISTER
NOW!**

REGULAR INVESTMENT:
\$1,899 PER SALON

SAVE \$500 - ONLY: \$1,399

WELLA REWARD POINTS: 97,930

HURRY! ONLY 4 SPOTS ARE LEFT!



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TAKING YOUR BUSINESS TO THE TOP!

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INSPIRATION

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COURSE OUTLINE

YOU WILL LEARN HOW TO:

MODULES 1 & 2:

HOW TO MASTER PHONE ETIQUETTE AND TURN EVERY PHONE CALL INTO BOOKED APPOINTMENTS AND ADD-ON-SALES

- 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 NOW

- 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:

STRATEGIES TO TURBOCHARGE AND ENSURE A STELLAR 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:

TRANSFORM DISSATISFIED GUESTS INTO LIFETIME ADVOCATES & RAVING FANS!

- 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

