rise

CHAMPIONED BY ICAEW

Help the Salon Shine
Business lesson 2

Learning aim: To explore how data can be used to support and improve the sales process.

Listening step 5 – I listen to others and record important information as I do.

Teamwork step 6 – I contribute to group decision making.

A specialist consultant has been appointed by Curl Up Hairdressers to try and identify their key pain points and identify which part of the sales process they need to work on the most to attract more repeat customers.

# Sales Analysis for Curl Up Hairdressers
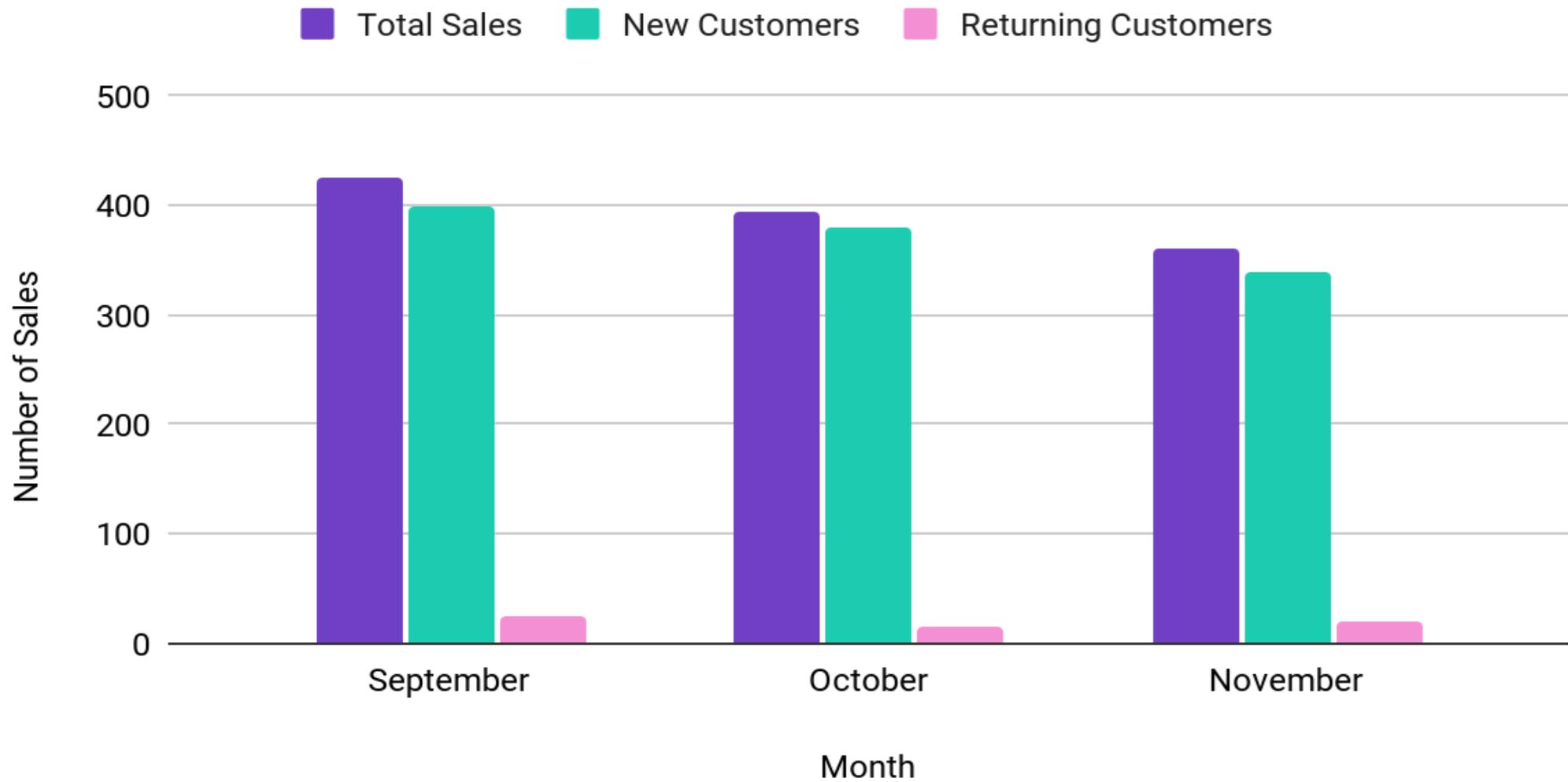
The booking process was straightforward

Completely Agree
4.3%

Agree
17.1%

Neither agree or disagree
9.4%

Disagree
32.5%

Completely Disagree
36.8%
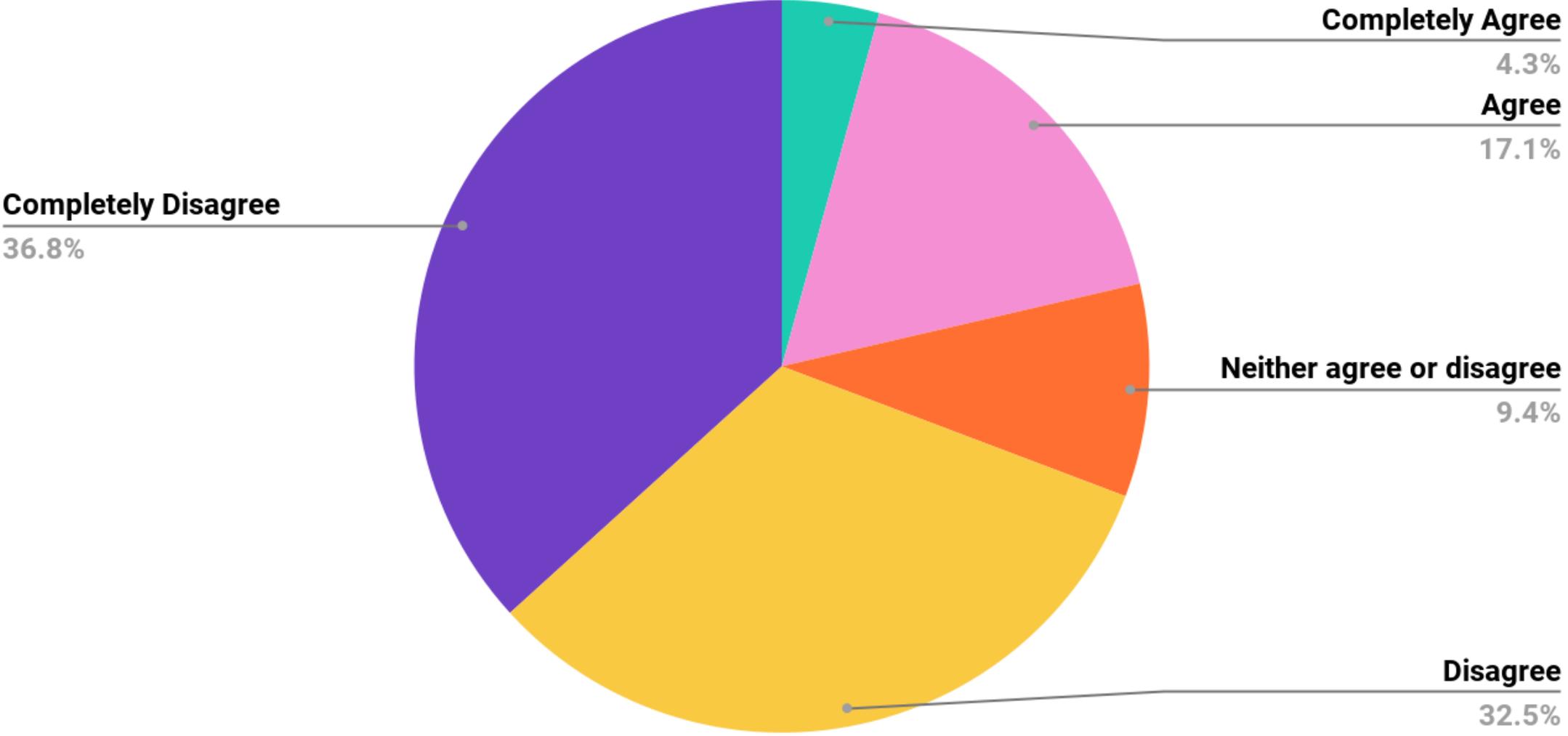
I received a warm welcome on my arrival at the salon
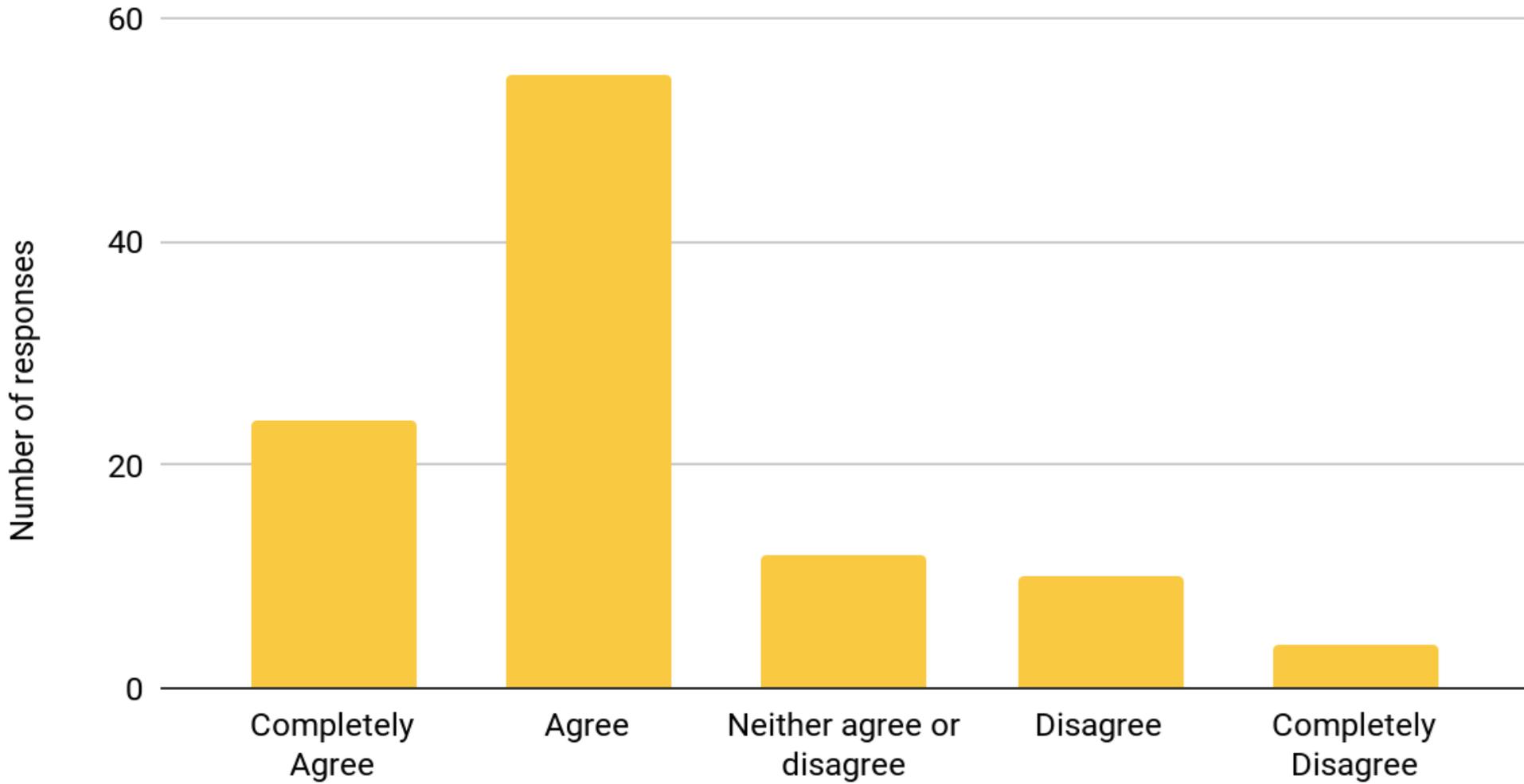
My stylist was knowledgeable
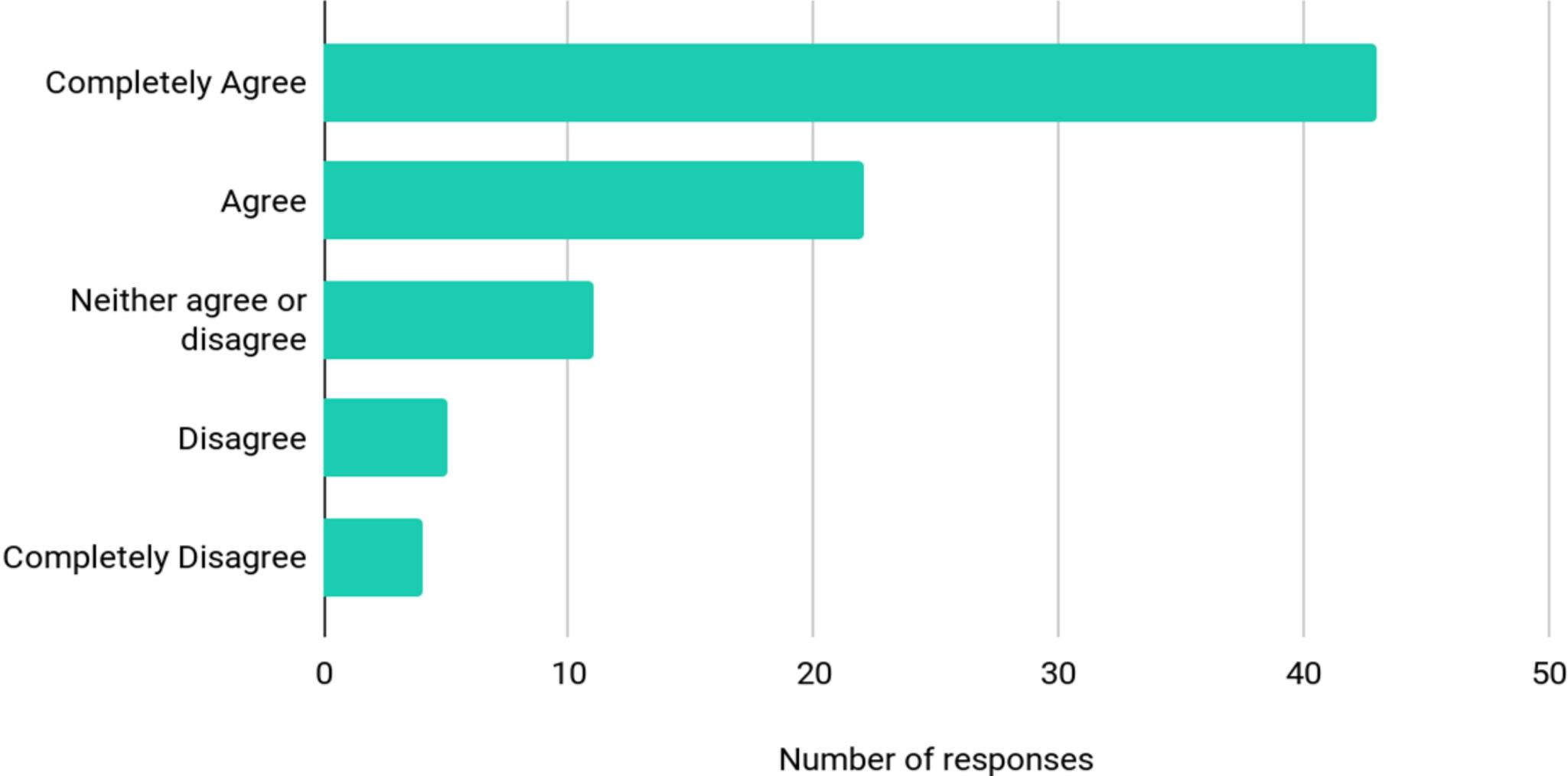
I was given a thorough consultation before getting started

Completely Agree
6.3%

Completely Disagree
23.2%

Agree
10.5%

Neither agree or disagree
12.6%
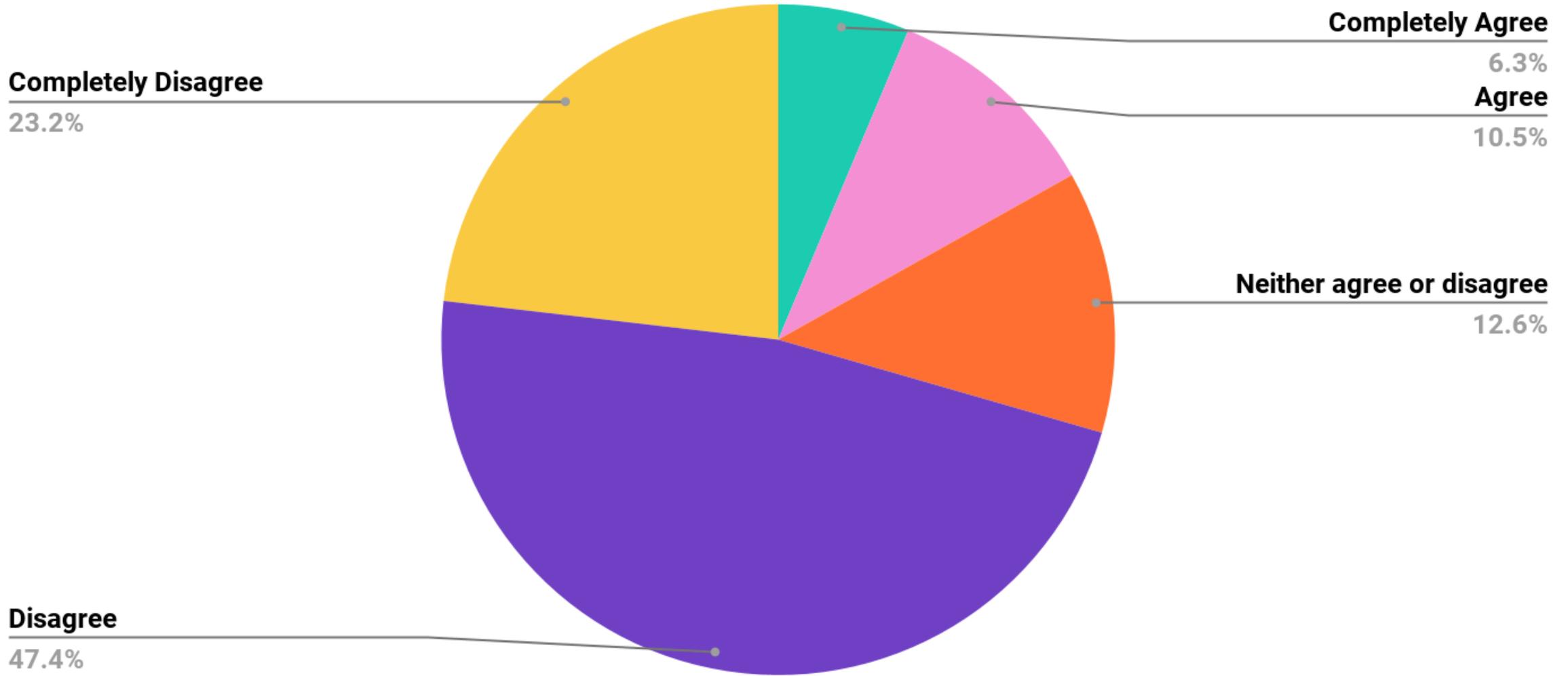
Disagree
47.4%

I was offered refreshments during my appointment
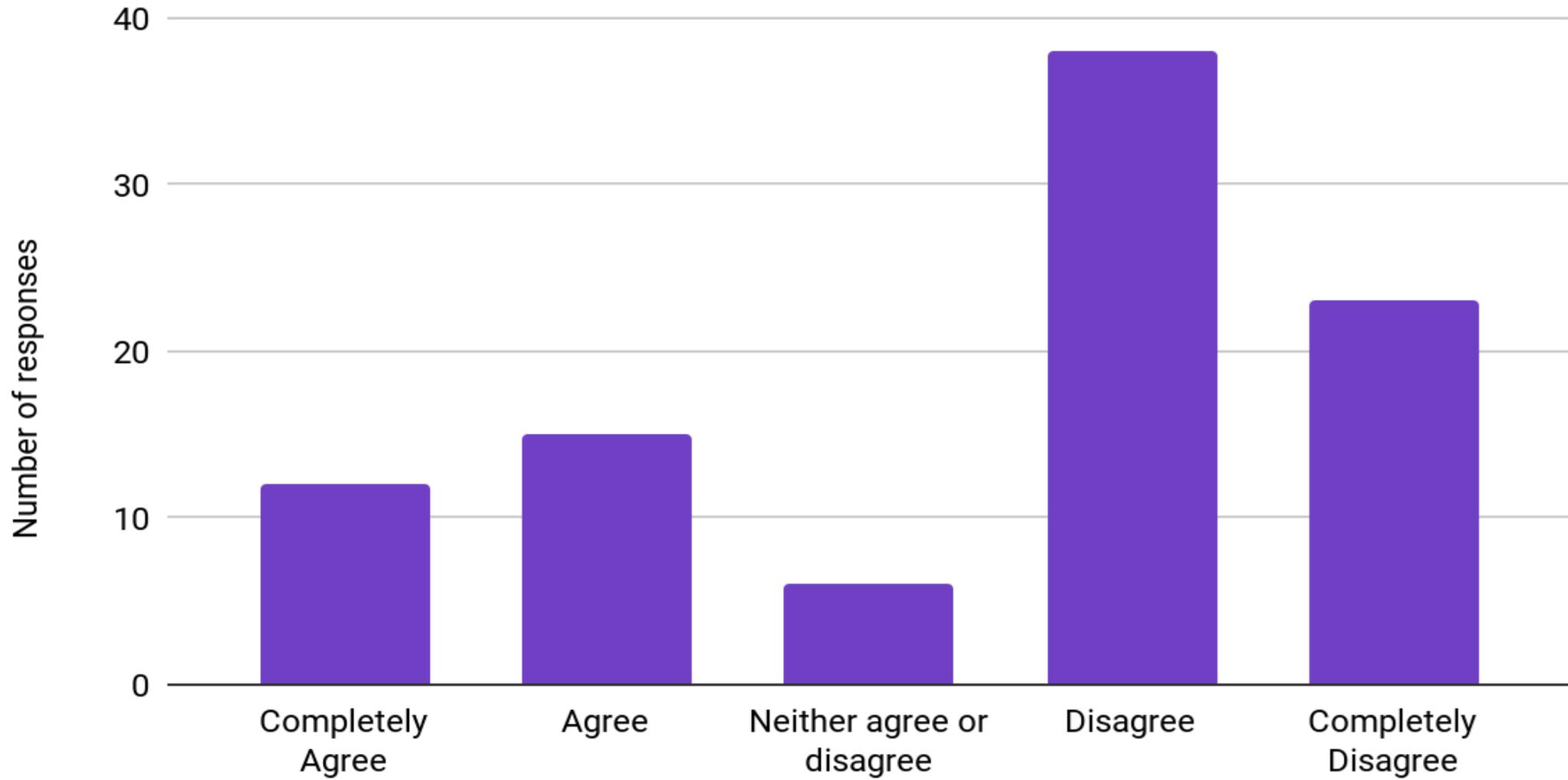
My stylist was running on time
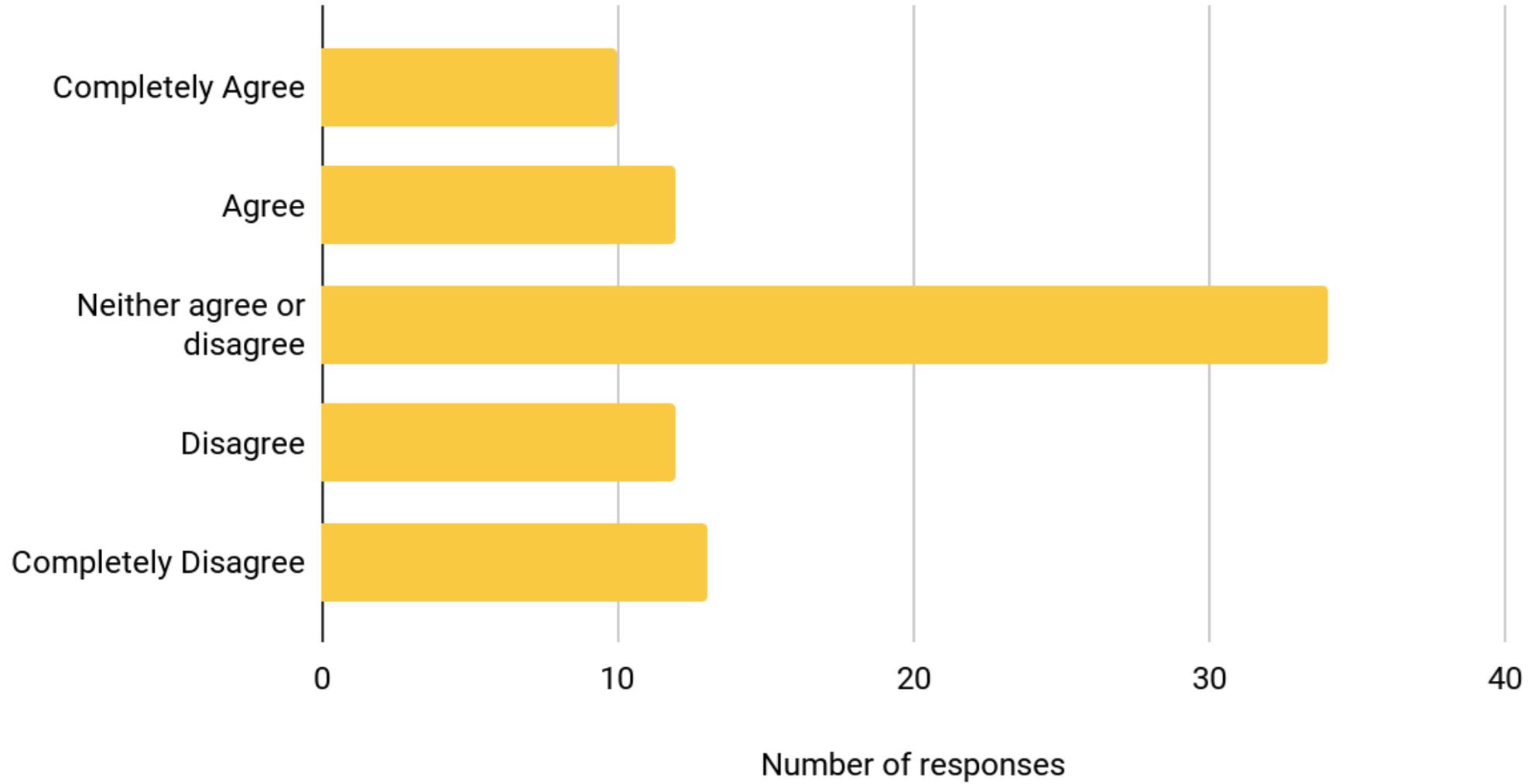
I was recommended products which I can use at home to care for my hair

Completely Disagree
4.5%

Disagree
3.8%

Neither agree or disagree
2.3%

Agree
27.3%

Completely Agree
62.1%
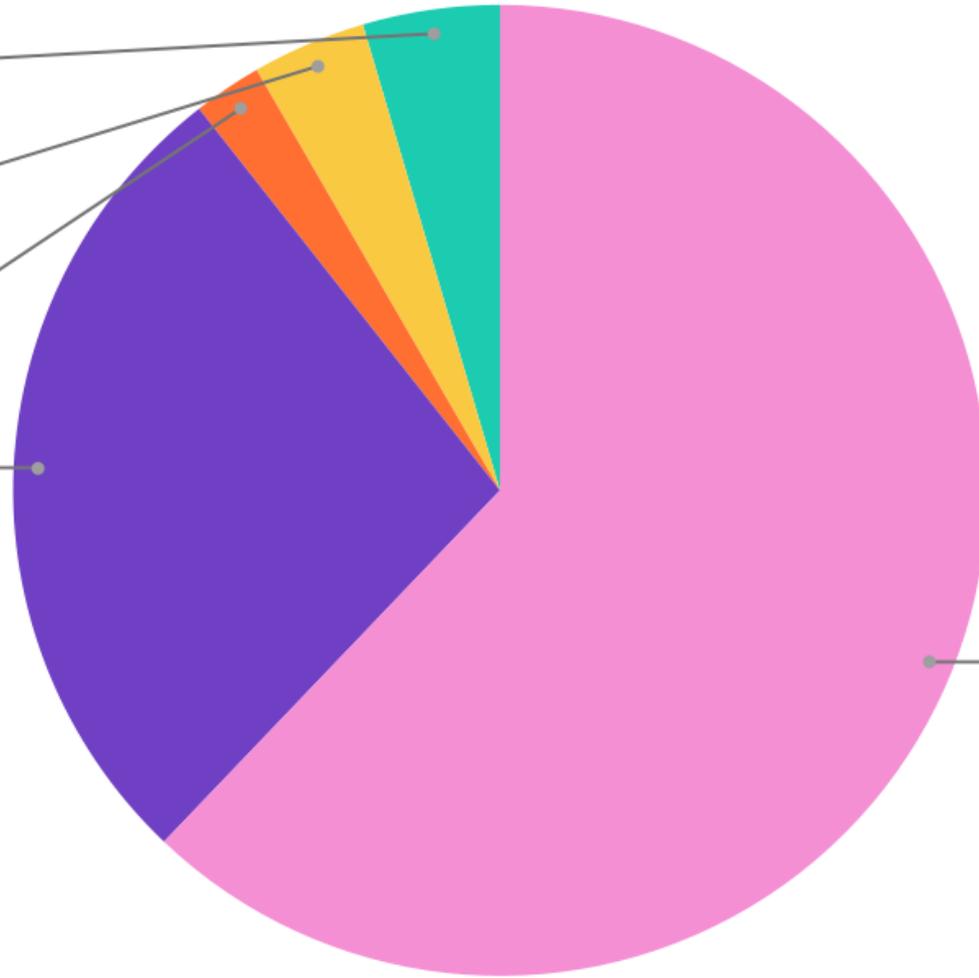
I was prompted to book my next appointment before leaving the salon
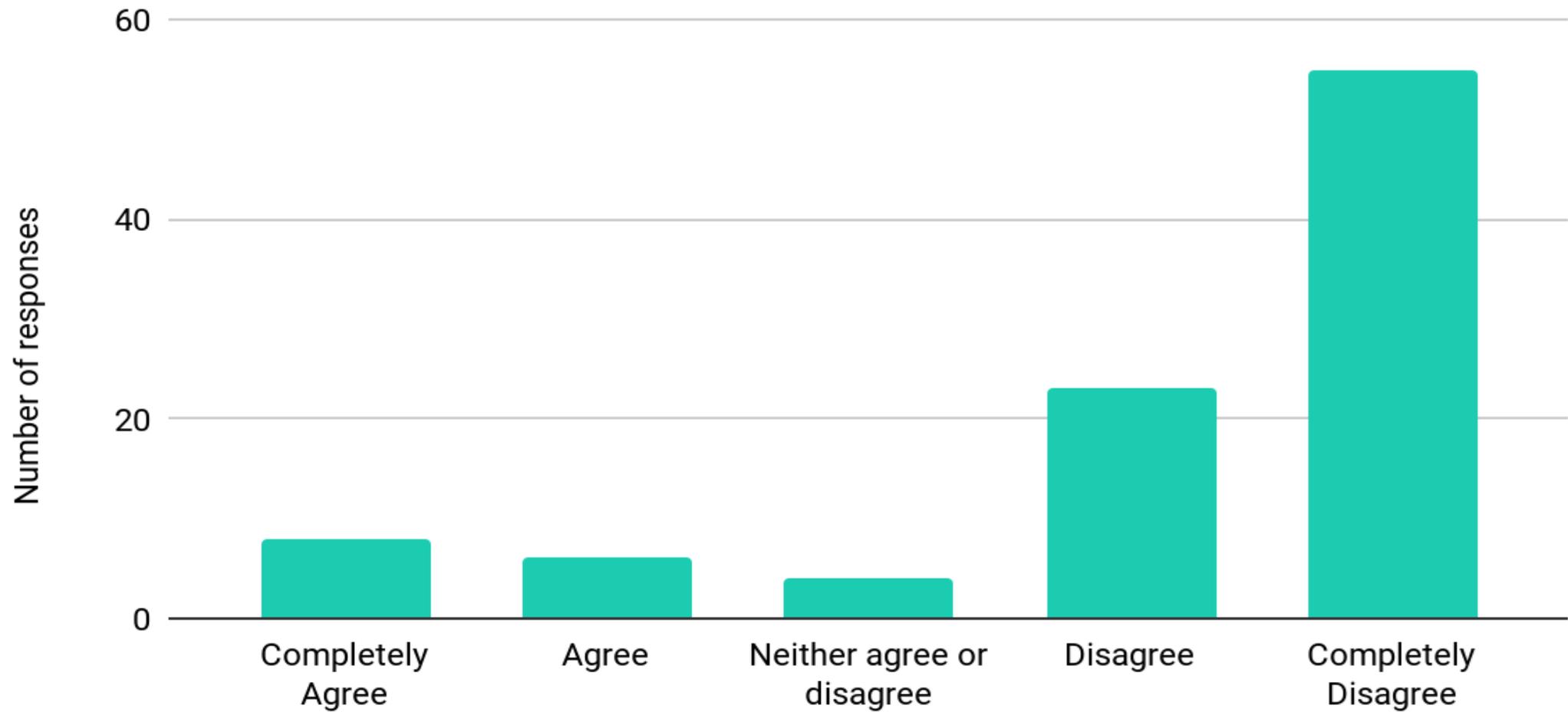
Reflection part 1

1 - At the beginning of class, how well do you think you listened to others?

1 (I don't tend to listen to my classmates) - 5 (I listen carefully to my classmates and make a note of important information they share)

2 - Score yourself again, based on how well you listened to others during class.

3 – See if there is a difference in your scores. How can you improve on and continue these listening skills in future?