

Salon Owner's Quiz

A Guide to Identifying Your Strengths and Weaknesses



How Much Do You Know About Owning Your Own Salon/Spa?

After 40 years of hard-won experience, Jon Gonzales *knows* how to manage a successful and profitable business. Learn from his mistakes and accomplishments, and take a powerful short-cut to salon success.



It is my wish that this quiz will help you identify the information you need to meet and overcome the many challenges and obstacles of owning a successful and profitable business.

~ JON GONZALES



Check the boxes below to answer each question.

Yes No Don't know

1. Are salon profits keeping pace with inflation and the high cost of living?
2. Do you know how to combat rising business costs?
3. Are you making a profit?
4. Have you read your profit and loss statement?
5. Are you paying over 50% commission?
6. Is your current compensation program draining your profits?
7. Do you have a staff development program in place?
8. Do you know how to measure it's effectiveness?
9. Do you know how to monitor staff performance and productivity?
10. Is salon ownership negatively affecting your quality of life?
11. Are you working too many hours behind the chair?
12. Do you feel you're being compensated enough for the long hours you put into owning your own business?
13. Do you measure your customer return rate and referrals?
14. Do you know how to deal with a problem employee who refuses to contribute to a positive and professional team culture?
15. Do you know how to avoid losing key staff members to a booth rental salon?
16. Do you know how to identify and avoid the causes of staff turnover?
17. Do you have a staff retention system in place?
18. Do you know how to protect your salon's client list?
19. Are you leasing and renting booths?
20. Have you received legal advice from a labor law attorney that your contracts will stand an audit?

Yes No Don't know

21. Do you know the mental and financial consequences if you lose an audit?
22. Do you know that the I.R.S and E.D.D. are targeting the beauty industry in regards to booth rental or leasing of stations?
23. Have you contacted labor law attorney specializing in independent contractor issues to protect you in case of an audit?
24. Are you mis-classifying your workers, exposing your business to a tax audit?
25. Do you have a prepared business plan?
26. Do you have a financial loan package in place in the event of a cash shortage?
27. Have you taken any business management classes?
28. Are you aware of the devastating damage of customer loss?
29. Do you have a client retention program in place?
30. Do you know how to measure customer feedback?
31. Do you know how to combat employee and owner burnout?
32. Do you keep easy-to-find financial records that monitor your cash flow, so you can make informed business decisions based on facts, not guesswork?
33. Do you monitor your cash flow and evaluate your profit and loss statement?
34. If you had to turn in a financial net worth statement to your banker for a business loan tomorrow, could you?
35. Do you have a solid work agreement?
36. Do you have a solid non-compete agreement?
37. Do you have an attorney who protects your rights as an employer?
38. Do you know how to instill a team culture in your salon?
39. Do you know how to recruit quality hairdressers who share your vision?
40. Do you have a comprehensive Employee Training Program in place?
41. Do you have salon orientation procedures in place for new staff members?

Yes No Don't know

42. Do you have an employee handbook clearly defining your expectations, and how your expectations will be measured?
43. Do you know how to improve staff performance and productivity?
44. Have you taken any leadership classes?
45. Do you allow certain staff members to hold you hostage in fear of losing them and clientele to a competitor?
46. Do you manage time effectively?
47. Do you know how to combat salon gossip, pettiness, and negativity?
48. Do you have a plan for your financial security?
49. Do you have a financial retirement program like a Roth Retirement Account?
50. Do you know how to instill strong work habits and positive attitudes in the beginning of your employees' employment?
51. Do you know how to balance your personal and business life?
52. Do you know how and when to raise prices?
53. Do you know how to attract new customers cost effectively?
54. Have you developed a marketing and advertising plan of action to increase salon traffic cost effectively?
55. Do you know all the benefits of social media?
56. Do you know how to implement email marketing?
57. Do you have your own web site and Facebook business fan page?

ADD UP YOUR RESPONSES AND ENTER THE TOTALS HERE

Yes No Don't know

The more questions you can answer "Yes," the higher level of your business management skills. Finding answers to these questions by trial and error is just unacceptable. If you're concerned with any of these issues, you can't afford to miss Jon's educational resources and his no-nonsense business management seminars for salon owners and managers and personal growth success seminars for hairdressers. Help is available! Visit Jon's web site for ongoing business and success tips, monthly blogs, special announcements and updates.