

the fantastic Hairdresser

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THE FANTASTIC HAIRDRESSER PRESENTS...

THE AMBASSADOR PROGRAMME – TEAM TRAINING SYSTEM

DO YOU AGREE THAT AT LEAST 50% OF WHAT MAKES A FANTASTIC HAIRDRESSER HAS
NOTHING TO DO WITH A PAIR OF SCISSORS? IF YOU DO... THEN YOU HAVE TO ASK

ARE WE ONLY TRAINING PEOPLE TO DO HALF THEIR JOB?!



NOW IN ITS **3RD YEAR** AND CONSISTENTLY PROVING THAT IT WORKS

"The Ambassador Programme is like the 'Mr Muscle' of the hairdressing industry – it just unblocks everything. Suddenly our teams have come alive, a switch has gone on, they really get it!"

Gaynor Hodge – National Franchise Director, Toni & Guy

**NEXT AMBASSADOR GROUP STARTS:
SUN, MON, TUES - 4TH/5TH/6TH NOVEMBER 07**

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AMBASSADOR PROGRAMME

**A TRULY EFFECTIVE 'TEAM TRAINING SYSTEM' THAT WE GUARANTEE WILL INCREASE
AVERAGE SALES PER CLIENT - OR YOUR MONEY BACK!**

Imagine if you had a training system in your salon that consistently focused your team on the attitudes and skills they need, to make sure that your clients are getting a 'wow' experience every time they visit you - leaving your salon with a great haircut, beautiful colour, having had a wonderfully relaxing hair and scalp massage, with the correct products in their bathroom and raving to everyone about the experience.

FOR JUST £450 PER MONTH *

*Please contact us (0208 996 1644) for information on our variety of payment options.
(All prices are subject to vat)

HOW DOES IT ALL WORK???

The key to the success of the Ambassadors Programme is consistency.

Over a period of 1 year, we will teach you or a key member of your team how to deliver 24 pre-prepared 'Fantastic Hairdresser' team meetings that will motivate and educate your team to start getting the results you need them to. Every 3/4 months you will come to London where we will show you how to run the next 6 meetings - you will have all the materials, visual aids etc that you need as well as our unique on-line videos to help you prepare for each meeting - all you have to do is run the meeting.

With the support we give you it is almost fool proof - and most importantly - it works!!

We are getting genuine results from salons using the programme, increased sales, more clients, better service standards and improved team work

It's totally unique - there is nothing else like this in the industry - it is not a course - it is not a club - it is an in-house team training system that gives people the other skills they need to be a fantastic hairdresser. It is yours forever - every 16 year old who ever starts with you will automatically go through the system.

If you agree that 50% of what makes a fantastic hairdresser has nothing to do with a pair of scissors then ask yourself the question:

Are you only training your team to do half their job? Are they being consistently trained in those 'other' skills?

The Fantastic Hairdresser Ambassador programme will make sure that you and your team are constantly focused on the stuff that really makes the difference.

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THE FANTASTIC HAIRDRESSER 'IN SALON' TRAINING PROGRAMME HAS 4 KEY ELEMENTS TO ENSURE THAT THE MESSAGES YOU NEED YOUR TEAM TO LEARN ARE DELIVERED IN THE BEST POSSIBLE WAY

WE WILL PROVIDE YOU WITH:

THE MODULES

24 THIRTY MINUTE TEAM MEETINGS - ENOUGH TO RUN A SHORT FANTASTIC HAIRDRESSER MEETING EVERY TWO WEEKS FOR A YEAR!
30 TEAM EXERCISES TO MAKE SURE THE TRAINING IS FUN AND PARTICIPATIVE

THE PRESENTER



ALL THE VISUAL AIDS YOU NEED TO MAKE SURE THE MESSAGES GET ACROSS EFFECTIVELY

THE AMBASSADORS PROGRAMME

QUARTERLY TRAINING SESSIONS IN A GREAT LONDON HOTEL FOR SOMEONE FROM YOUR COMPANY (POSSIBLY YOURSELF) TO LEARN HOW TO DELIVER THE MEETINGS IN THE BEST WAY

THE FANTASTIC HAIRDRESSER WEB SITE



A COMPLETE SUPPORT SYSTEM WITH A DEDICATED PROGRAMME CO-ORDINATOR AND A FULLY INTERACTIVE WEB SITE WITH ONLINE VIDEOS OF ALL 24 MEETINGS.

You will end up with a complete 'team training system' that you own, which your whole team has participated in. This in turn will become a comprehensive induction programme for new stylists as well as an integral part of your assistant training. Just think, every 16 year old who ever starts working with you will automatically go through the Fantastic Hairdresser Ambassadors Programme!

Isn't it about time we stopped relying on luck to give us fantastic hairdressers, and started creating them through a 'fantastic team training system'?

FAQ'S

What is it?

It is a unique way of motivating and training your team to understand that their job has changed, that they need to communicate confidently to get improved results, as well as recognising the need to give the client a 'total experience' in the salon for the prices we now charge.

I've been on seminars before with you, or other companies such as 365 – how is this different?

Most of the focus in this industry over the last ten years has been based around business and management skills training and on the whole this has been really successful with many salons now operating with good business principles. However the main issue I constantly hear from salon owners now, is that the team's attitude hasn't changed in line with the changes the business has made. We need more passion, commitment and motivation from the team – it is not enough any more for them to just come to work and cut hair.

So how is it different? This is not a training seminar, it's not a club, it is not about your business or management skills – it is an ongoing training system targeted directly at your team - BUT IN THE SALON!

But I've sent my team on seminars before, even your ones – they are great, but the impact never lasts.

That is exactly why I developed the ambassador programme – it's the key question - how do you make it last? Consistency – a drip, drip, drip approach that is specific to your team and your salon. The 12 month programme is based around regular, short 30 minute team meetings, that are fun and participative, giving the team the skills and understandings needed to change the way they communicate with their clients.

How does it work?

First of all you decide who is going to be your ambassador - it could be you. In a smaller to medium sized salon I normally suggest it is you, but you may of course have a manager/receptionist/educator or maybe a regular team member that you just feel would be the perfect person to take on this role.

It begins with a 3 day session with me, in central London (accommodation where I deliver to them their first 6 team meeting modules is not included but we have negotiated a good deal with the hotel)

Following that, the ambassador then comes to us every 4 months for two days (Monday/Tuesday) where we train them how to run the next 6 meetings. Once those meetings have been carried out, it is time to come back to us again and learn the following 6 meetings – and so on.

How many times does the ambassador have to come on their training?

There are 24 modules altogether, so the ambassador will attend 4 sessions throughout the year.

What back up and support will the ambassador get?

Everything they need – as well as the training, you will have the ambassador's manual, a full breakdown of the content of each meeting, team exercises and action sheets. A full colour A3 table top presenter has all the visual aids you would need, a web site with videos of the meetings, updates of exercises and content, as well as a direct link to a dedicated contact who will give you all the support you need and answer any questions you may have whilst running the programme. There are even competitions to motivate the team – we have just handed £1000 over to the lucky winners of the last quarter's competition!

What if my ambassador leaves half way through the programme?

No problem – you have all the materials and the modules are all self-contained so you just appoint another ambassador to continue with the programme where the previous one left off.

Do I own all the materials?

Yes – absolutely, that is what you are buying. At the end of the year you will have a full training programme with all the materials you need to continue to develop new members of the team – it will become an integral part of the training you offer young people, as well as being a fantastic induction programme for new stylists.

Everybody agrees with me when I say that 50% of what makes a fantastic hairdresser has nothing to do with a pair of scissors – but are we training people to do that 'other' 50% of their job?

It sounds fantastic – exactly what I need, but it is a big commitment and how can I measure its success?

Of course it is, I want you to take it seriously and there is a lot of value in the programme with the ambassadors training, all the materials, the web site etc. However with our monthly payment option you are looking at – from just £450 per month – I know that you can find areas where you are spending that sort of money which are not giving you the sort of results this programme can.

If this programme only impacted on two stylists – if just two members of your team 'woke up' and realised what they can achieve, I believe that they could easily increase their average bill by just £5 – even with only 30 clients per week that is an extra £1200 per month. If they also grow their column to 40 clients a week, that is an extra £1600 per month.

Can I send more than one ambassador and if so, do I have to pay twice the price?

You can send more than one ambassador provided they are employed by your company and for that extra person it would only work out at £246 + vat per month more.

Ultimately, there is no risk – remember I believe in this programme so much that if you are not satisfied with the Fantastic Hairdresser Ambassadors Programme - I will give you your money back!*