



At *Inspiring Champions*, we take great pride in our work and what we help beauty professionals achieve. We are a dedicated team of leaders committed to providing proven *systems* and *solutions* that exceed the business needs and challenges of the Salon and Day Spa Industry.

### OUR MISSION

*To Globally Transform Lives through World-class Business Education and Coaching!*

### OUR COMMITMENT

*To provide Proven Business Systems and Solutions that empower Salon & Spa professionals to make More money, work Fewer hours and Live a more balanced life.*

### OUR PROMISE

*To Inspire & Empower YOU to run a successful & profitable business and LIVE your Dreams!*

### YOUR COURSE LEADER

#### LAUREN GARTLAND



- Founder & President of Inspiring Champions
- Business Trainer
- Keynote Speaker
- Published Author

The Red Head Firecracker has impacted the Beauty Industry since 1983, “*Inspiring Dreams, Passion, and the Champion Within!*” During this time, she was ranked in the TOP 1% nationally as a leading Sales Consultant, managed a Distributor Sales Team, and Owned a Distributorship in San Diego, CA, where she resides. Lauren founded *Inspiring Champions* in 1995, and has since *transformed* the Lives of thousands of Salon / Spa Professionals—helping them make *more money* and work *fewer hours* while living a more *balanced life*.

Lauren is vibrant, dynamic, genuine & anything but boring! Rated as one of the TOP **Business Trainers** and **Success Coaches** in the Salon / Spa Industry, her passion and enthusiasm are contagious! Lauren has trained and coached thousands to the Top in their career using her *Proven & Repeatable Success Systems* to dramatical increase Service & Retail Sales, Client Retention and Profit while having fun.

Gartland continues to motivate countless beauty professionals each year, speaking at Inspiring Champions live training seminars and industry trade shows. She has received a wide array of media coverage & been featured in numerous beauty care publications. Lauren was selected to be on the cover of the December 2012 issue of Salon Today magazine and was recognized as one of the Top coaching companies in the Salon Industry.

***When is it Time to FEARLESSLY  
Raise Your Prices?***

**THE FOUR MOST COMMON QUESTIONS ASKED:**

**1. WHEN IS IT TIME TO RAISE MY PRICES?**

When the \_\_\_\_\_ is greater than the \_\_\_\_\_. If you are booked \_\_\_\_\_% or more of the time over a \_\_\_\_\_ month period—it is time to Raise your Prices.

It is a fact that \_\_\_\_\_% of Service Providers only spend \_\_\_\_\_% of their time working on Guests.

**DEFINITION:**

**P.H.P.:** \_\_\_\_\_

**R.H.P.:** \_\_\_\_\_

**% of T.B.:** \_\_\_\_\_

**2. HOW MUCH SHOULD I RAISE MY PRICES?**

We recommend a minimum of \_\_\_\_\_% up to \_\_\_\_\_. The goal is not to kill off all your Guests with this increase.

**3. HOW OFTEN DO I RAISE MY PRICES?**

After the first increase, track your business again for \_\_\_\_\_ months. If you are still booked at \_\_\_\_\_% percent, Raise your Prices again by \_\_\_\_\_ percent.

**4. HOW DO I INFORM MY GUESTS?**

**Just \_\_\_\_\_ them!** *Mary in the past the fee for your haircut has been \$45. We recently had a price adjustment and the new fee for your haircut will now be \$45. I know you could go anywhere; and I'm honored that you choose to do business with us. Thank you for the opportunity to serve you!*

**Eliminate ALL trauma & drama! The Guest does NOT need to hear this.  
You are a professional and must act as one always.**

What is **F.E.A.R.**?

**F**alse **E**vidence **A**ppearing **R**eal



## *Tracking Worksheet Example*

Date: From June 13 To June 20

	<b>Mon.</b>	<b>Tues.</b>	<b>Wed.</b>	<b>Thurs.</b>	<b>Fri.</b>	<b>Sat.</b>	<b>Week Total</b>	<b>Month 1 Total</b>	<b>Month 2 Total</b>	<b>Month 3 Total</b>	<b>3 Month Average</b>
<b>P.H.P.</b> <i>(Potential hours of productivity)</i>	OFF	8.0	10.0	8.0	8.0	9.0		134	148	136	
<b>R.H.P.</b> <i>(Real hours of productivity)</i>	OFF	5.5	7.0	4.0	3.75	6.0		90	110	134	
<b>% T.B.</b> <i>(Percent of time booked)</i>	OFF	69%									

**Instructions to Calculate % of Time Booked:** *Formula: R.H.P. ÷ P.H.P = % of T.B.*

Let's practice together how to calculate the examples shown above. Follow these easy instructions:

Formula to calculate **Daily** % of Time Booked: Daily R.H.P. divided by Daily P.H.P. = % of T.B.

Formula to calculate **Weekly** % of Time Booked: Weekly R.H.P. divided by Weekly P.H.P. = % of T.B for the Week.

Formula to calculate **Monthly** % of Time Booked: Monthly R.H.P. divided by Monthly P.H.P. = % of T.B for the Month.

Formula to calculate **3 Month Average** % of Time Booked: 3 Month Avg. R.H.P. divided by 3 Month Avg. P.H.P. = % of T.B for the 3 Month Avg.



***4-Steps to Take Before Informing the Guest of a Price Increase***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

***Dignified & Professional Ways to Post a Price Increase***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

***Price Increase Projection Sheet***

**Current Gross Revenue**

**A.**

- |  |   |       |                                   |
|--|---|-------|-----------------------------------|
| 1. # Guests per Week                   |   | _____ | <b><u>Directions</u></b>          |
| 2. Avg. Service Ticket Per Guest       | x | _____ |                                   |
| 3. Total <b>Weekly</b> Gross Revenue   | = | _____ | <i>(Line 1 x Line 2 = Line 3)</i> |
| 4. Current <b>Yearly</b> Gross Revenue |   | _____ | <i>(Line 3 x 50 = Line 4)</i>     |

**New Gross Revenue with Raise**

**B.**

- |                                    |   |       |  |
|------------------------------------|---|-------|--|
| 1. # Guests per Week               |   | _____ | <i>(Line A1 x .9 = new # of Guests per week)</i> |
| 2. Avg. Service Ticket Per Guest   | x | _____ | <i>(Line A2 plus price increase)</i>             |
| 3. New <b>Weekly</b> Gross Revenue | = | _____ | <i>(Line 1 x Line 3)</i>                         |
| 4. New <b>Yearly</b> Gross Revenue | = | _____ | <i>(Line B3 x 50 = Line 4)</i>                   |

**The 3 Action Steps I Will Take in the Next 30 Days:**

**By when**

- |          |       |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |