

INSPIRING CHAMPIONS vol. 10

Amazing Success Story! New Salon owner hits the ground running in his inaugural year.



*Derek Maldonado,
Owner of D. Anthony's Hair Studio in Nyack, NY
Inspiring Champions' client since 2011*

Derek Maldonado was selected as this month's client spotlight based on a recommendation from Inspiring Champions Coach, Jill Ruone. Jill nominated Derek based on the success that he has achieved in integrating structure with **management** and **tracking systems** into his business plus, the financial productivity his team has achieved since implementing the Inspiring Champions systems. So what exactly have they achieved?

Let's compare Derek's numbers from November of 2011 to November of 2012 so we can see what success looks like.

November 2011 (this is based on 3 employees)

Total Service Dollars = \$19,335.00
Total Retail Dollars = \$2,246.50
Team's Average Retail Ticket = \$8.81

November 2012 (this is based on 3 employees)

Total Service Dollars = \$24,178.50
Total Retail Dollars = \$2,830.70
Team's Average Retail Ticket = \$11.37

The success we see here is measurable....to the tune of 25% growth in Service Dollars, 26% growth in Retail Dollars, and 29% growth in the Team's Average Retail Ticket. But that's not even the truly amazing part of this Success story!

The D. Anthony's Hair Studio is in a community that was affected by Hurricane Sandy in this last November. Like many of the other salons and communities throughout New York and New Jersey, Derek was forced to close his business for one week, a total of 6 business days due to conditions outside of his control. Yet looking at his numbers you would never know that. What makes this story amazing is that these numbers posted for November, 2012 were based on a 3 week month! His team accomplished an overall growth of 27% in just 3 weeks compared to the same 4 week period one year prior.

We wanted to hear more about Derek's success with his business as well as the challenges and obstacles he incurred along the way. [Click here to learn more about this truly inspiring success story.](#)

IC: What is your greatest success so far?

DEREK: My salon has only been open since September of 2011, so in that time we have grown rapidly and the greatest overall achievement has been implementing systems that created an overall structure to run my business from the standpoint of measurability, accountability, and communication. Before the Inspiring Champions systems were in place, I had no structure that allowed me to analyze how the business was doing and to make sure that we were running profitably on a consistent basis.

If you look at when we started in September 2011, our team's average retail ticket was \$9.03. In October 2012 our average retail ticket was \$14.69. That is 62% growth in 11 months!! I am very proud of my team and the work we have done to learn and implement the IC systems for us to consistently make our goals and be in the Top 10% based on the Industry Performance Standards for Average Retail Tickets.

Another accomplishment I have achieved with the help of my coach was to decrease working behind the chair from 5 days to 4 days a week while maintaining my service sales of \$4000 per week and best of all, with fewer clients.

IC: What do you attribute to your success?

DEREK: The wisest business decision I made was to invest in one-on-one coaching! Coaching has helped me stay accountable to myself and be consistent with the IC systems. I'll be honest, not everyone integrates and stays true to the systems all the time, including myself. With the support of my coach, Jill guided me every step of the way to learn how to honestly communicate with my team when it wasn't working, and also how to effectively coach a team member one-on-one to help them get back on track. What I love most about having a coach is Jill consistently encourages me, challenges me and reminds me to live up to my potential

IC: What were the obstacles along your way?

DEREK: My staff embraced the growth, however there was individual resistance to doing some of the systems and the trick was getting everyone on the same track and keeping them there. I knew that if they were patient and stuck to the systems they would individually grow and benefit personally and financially from the changes as well. The challenge was maintaining their faith and patience.

IC: How did you overcome them?

DEREK: There were several things we did. First, we had to recognize that there would be bumps in the road and that we would inevitably fail forward at times. However, in the failing forward came our greatest growth and learning. We had to learn to trust the process.

Second, it was vitally important to admit that I am 100% accountable as their leader and they need someone they can believe in and trust. I had to admit to my team that I will not always be perfect and that there will be times I will need them to support me through my own growth process.

Third, we created a "Code of Honor" that opened communication within the team and allowed for team contribution. It was important to learn how each team member is motivated. We always assume that work is motivated solely by money; however it is important to understand that money means something different for everyone. Money for me means options. It has afforded me the option to get more education in the last year than in the 10 years prior. I think my team is seeing these options open up for them as well. Overall, the "Code of Honor" allowed us to create structure, a more productive team and a synergistic energy in the salon that results in a much improved client experience.

IC: What tools did you utilize to aid in that success?

DEREK: As a Stylist, **Champ Camp** increased my individual productivity and gave me the repeatable systems to grow my team's productivity and results. As a Salon Owner...**Cash Flow Camp** showed me how to dramatically increase my Cash Flow and create and run a profitable salon. To assure the implementation of all the systems into my business from both of these Camps, I needed a **One-on-One Coach** who could speak from her own experience as a salon owner and work with me to integrate the systems especially when the integration did not go as smoothly

as I expected. The tools provided through coaching allowed me to monitor and analyze my business stats on a day-to-day basis while learning how to coach, lead and guide my team effectively.

IC: What suggestions do you have for people who want similar results like you've experienced?

DEREK: Get as much technical education as possible and go to **Champ Camp!** When I have my brush and bowl in my hands, I am an artist and when I have a pen and paper I am an owner. Like most stylists, I think of myself as an artist and take pride in my artistic abilities and think that those abilities alone will account for my success in this industry. However, those talents will only carry you so far if you don't have the skills to communicate effectively with your clients and manage your individual productivity.

As a salon owner this becomes even more complex with the nuances of running a business. Just because you can style hair does not mean you can run a business. I went to several classes about business and management, however all of them were conceptual and based on principles that did not really help me until I took Inspiring Champions courses that simplified what needs to be done and is specific to running a business in the beauty industry.

Bottom Line: As a stylist go to Champ Camp, as an owner go to Cash Flow Camp and most importantly get a coach! Congratulations Derek to you and your team. We honor the hard work & dedication that you have put forth to improve your business. BRAVO!!!

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