

BUSINESS PROTECTION PLAN



BUSINESS PROTECTION PLAN

As you know, profit is key to overcome the many challenges our industry faces. We believe building a strong, profitable salon business is driven by 4 key principles; more clients, visiting more often, spending more money and having a productive team, doing profitable services.

At Wella, our goal is to provide you with the tools and education that can support in maximising any of these 4 segments, to help you grow a profitable salon business.

An important consideration is to have clear, measurable actions that can be tracked regularly, and to also assign an owner to the action, so that someone can lead the progress.

MORE CLIENTS

- + Attract new clients
- + Retain existing clients

LEARN MORE +

SPENDING MORE

- + Colour
- + Treatments
- + Retail

LEARN MORE +



VISITING MORE

- + Clients visiting more often
- + Having more services

LEARN MORE +

TEAM

- + Team productivity & profitability
- + Attract & retain team members

LEARN MORE +



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



SUMMARY

DID YOU KNOW

45%

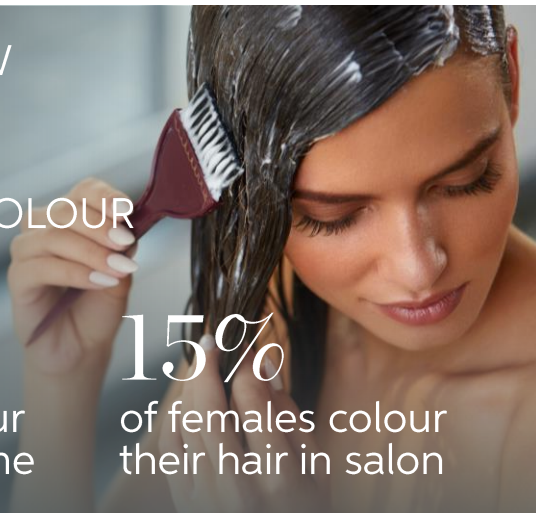
OF FEMALES COLOUR
THEIR HAIR?

23%

of females colour
their hair at home

15%

of females colour
their hair in salon



Attracting new clients & retaining your existing clients is key to driving success and profit in your salon. The more clients you have, the busier your team will be and the more opportunity to grow your turnover.

It's important to think about WHAT IS THE POINT OF DIFFERENCE OF YOUR SALON?

Why would a client come to your salon rather than a different salon, or even attempt to do their hair at home?



This means there is a large amount of potential new clients!

Are you up to date with the latest trends, and frequently update your

COLOUR MENU



Do you showcase your work on

SOCIAL MEDIA



Have you updated your Google Business profile so clients can find you easily?

GOOGLE BUSINESS



Do you do referrals / loyalty schemes?

REFERRALS





MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM

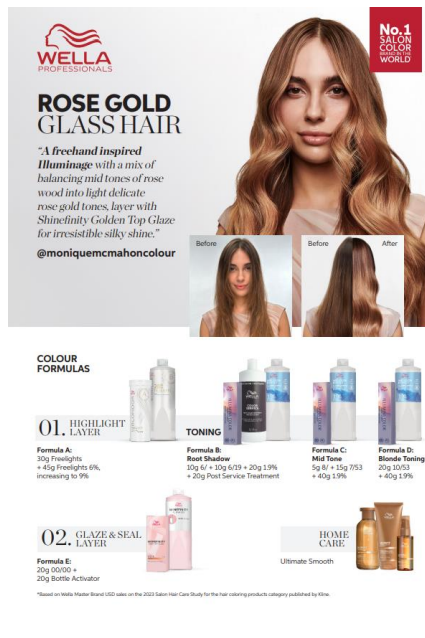
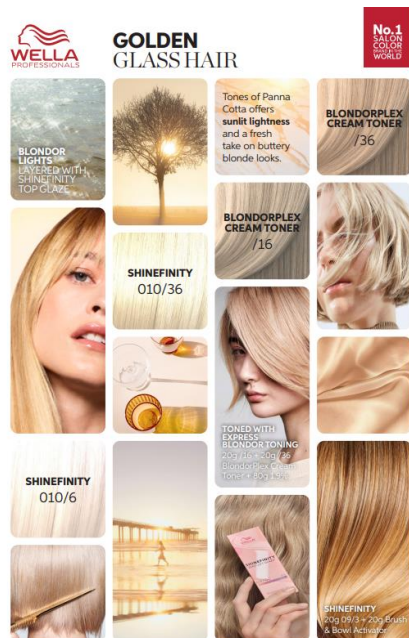


COLOUR MENU

Grey coverage is the number 1 reason that a client colours their hair. However, we are seeing reasons to colour hair such as “I like the shade” and “to feel attractive” which are on the rise. This means it’s important to attract these new clients with an up-to-date on trend colour menu.

At Wella Professionals we are committed to bringing you the latest colour trends, whether that’s services, shades or both. Access moodboards, step-by-steps, imagery, videos, colour menus and education courses through:

wellaeducation.com



Salon Checklist

- ☒ Complete our profit calculator to work out which services are the most profitable for you.
- ☒ Complete the online training for the latest trends through wellaeducation.com and ensure your team are confident talking about and recommending the trends.
- ☒ Download our editable colour menu, or update your existing menu to stay on trend.
- ☒ Post to Social media and tag us @wellaprofessionalsuki so that we can share your amazing work!

COLOUR MENU



SOCIAL MEDIA



GOOGLE BUSINESS



REFERRALS





MORE CLIENTS
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VISITING MORE
TEAM



SOCIAL MEDIA

Social media is one of the main places clients will turn to find a new salon. Grow your social media by consistently posting and engaging with your audience. This is a great way to showcase the talent in your team whilst also updating on the latest trends, offers and what's going on in the salon. This also helps to drive loyalty with your existing clients. Key things to consider for your social media profile:

EASY TO FIND

Make sure to use keywords in all areas of your social media profile and content to make your profile easy for clients to find. Use keywords in your username, profile name, captions and hashtags so that your posts appear when clients search for example: "hairdresser in London".

DRIVE BRAND AWARENESS



CAPTURE THE CONTENT: B.A.L.M.Z

B – Background **M** – Muse
A – Angles **Z** – Zoom
L – Lighting

PLAN YOUR CONTENT

Make sure you post often and consistently to ensure your profile is always up to date and found easily. Nominate a “social media” champion in the salon who can own the salon Instagram – maybe a junior or receptionist?

Salon Checklist

- ☒ Update your profile
- ☒ Create awareness
- ☒ Use B.A.L.M.Z
- ☒ Plan your content
- ☒ Keep it simple



SCAN TO LEARN MORE
Big Little Content
Social Days

COLOUR MENU



SOCIAL MEDIA



GOOGLE BUSINESS



REFERRALS





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TEAM



Google Business is one of the best ways for your salon to be noticed. When a client wants to find a new salon, they will often turn to google first. Make sure you're top of the search results.

Follow this 6-Step Guide to Setting Up the Best Google Business Profile

1. CLAIM & VERIFY YOUR BUSINESS

- ☑ Go to Google Business Profile and sign in.
- ☑ Search for your salon's name—if it exists, claim it; if not, create a new listing.
- ☑ Verify your business via postcode, phone, or email (Google will provide options).

2. OPTIMISE BUSINESS INFORMATION

- ☑ Ensure your business name, address, phone number (NAP), and website are accurate.
- ☑ Select the correct business category (e.g. "Hair Salon" or "Hairdresser").
- ☑ Add business hours and update them for holidays or special events.

3. ADD HIGH-QUALITY PHOTOS & VIDEOS

- ☑ Upload professional images of your salon exterior, interior, stylists, and services.
- ☑ Post before-and-after shots of client transformations (with permission).
- ☑ Use a short, engaging video to showcase your salon's feel and expertise.

4. ENCOURAGE & MANAGE REVIEWS

- ☑ Ask happy clients to leave Google reviews (send a direct link via SMS or email).
- ☑ Respond to all reviews—thank positive ones & address any negative feedback professionally.
- ☑ Engage with clients by liking and commenting on their reviews.

5. USE GOOGLE POSTS & UPDATES

- ☑ Post updates about promotions, new shades, events, or product launches.
- ☑ Share high-quality blog-style posts about hair care tips, colour or styling trends.
- ☑ Add call-to-action buttons like "Book Now" or "Call Now" for easy appointment booking.

6. TRACK PERFORMANCE & IMPROVE

- ☑ Use Google Insights to monitor profile visits, search queries, and customer actions.
- ☑ Adjust your strategy based on data—if "Colour Glossing Near Me" is a top search, highlight that service.
- ☑ Keep your profile updated with regular posts, new photos, and offers.

COLOUR MENU



SOCIAL MEDIA



GOOGLE BUSINESS



REFERRALS





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TEAM



REFERRALS

Attracting new clients & retaining your existing clients is key to driving success and profit in your salon. One of the best ways to find new clients is through word-of-mouth by way of referrals. In addition, this is a great opportunity to incentivise your loyal clients to help you. Below are 4 examples of how salons are successfully running refer a friend schemes.

BRING YOUR FRIEND EVENT

Run events when a client can bring a friend along for BOGOF on selected services in salon like a cocktail 241 party and include a glass of bubbles.



RECOMMEND A FRIEND CARDS

Use recommend a friend cards so that both your existing client and their friend are rewarded with £/€ off their next appointment, or a free giftset or treatment.



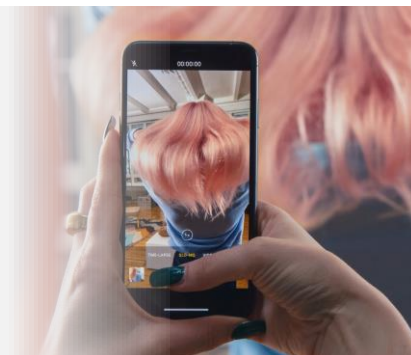
GIFT

Incentivise your clients to recommend a friend and they will receive a complimentary care gift after they visit. This will allow you to give away a high perceived valued item at a low cost to the salon.



SOCIAL MEDIA

Ask your clients to post their new look and tag the salon. This immediately shows their friends and family where they got their hair done and acts as a form of referral.



COLOUR MENU



SOCIAL MEDIA



GOOGLE BUSINESS



REFERRALS





MORE CLIENTS
SPENDING MORE



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SUMMARY

DID YOU KNOW
On average a client waits

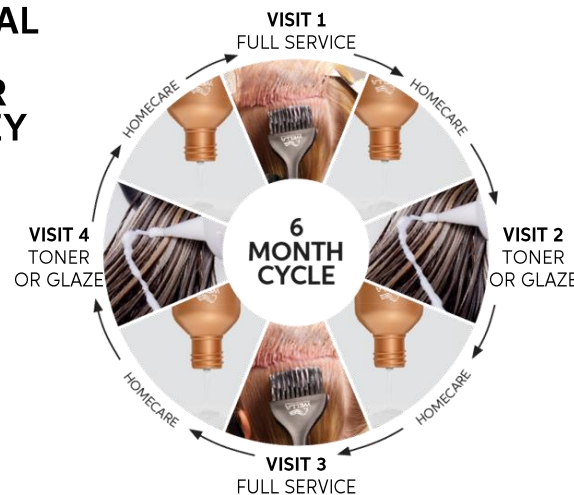
11.8 weeks between
salon appointments, meaning

4.4 visits a year*

Reducing this to just 10 weeks between
appointments would give 1 extra visit per
client per year.

Recent trends have led to clients leaving longer
and longer between appointments. It's
important to discuss the colour journey with your
clients, so that they understand the benefit of
coming more frequently.

THE IDEAL CLIENT COLOUR JOURNEY



How much extra revenue could this give your business?

Do you offer
your clients
bespoke

**HIGHER FREQUENCY
SERVICES**



Is there an incentive
for clients to rebook?
Do you offer a

**REBOOKING
SCHEME**



Do you offer quick
refresh services
and have an

**EXPRESS
COLOUR MENU**



Do you offer
any follow up
calls or any

**PERSONAL
TOUCHES**





MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



HIGHER FREQUENCY SERVICES

A great way to drive clients to visit the salon more often is by offering higher frequency, more bespoke services.

These premium colour services keep clients coming back, and also drive loyalty with your clients as they are getting something bespoke to them that other salons may not offer.

Discover the Wella Professional's services and techniques designed specifically to support you to drive client frequency within your salon. Elevate your clients' look while maximising your bookings and increasing your overall income.



Salon Checklist

- ☒ Update your colour menu with higher frequency services
- ☒ Complete the training and ensure the team are confident
- ☒ Talk bespoke higher frequency services in every consultation, recommending bespoke services specific to each client

HIGHER FREQUENCY
SERVICES +

REBOOKING
SCHEME +

EXPRESS
COLOUR MENU +

PERSONAL
TOUCHES +



MORE CLIENTS
SPENDING MORE



VISITING MORE
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REBOOKING SCHEME

Did you know...

Clients that rebook on the day tend to come back to the salon a week sooner.
Take a look at different ideas that our top salons do to increase rebooking:



REBOOKING AT CHECKOUT

Train stylists and receptionists to ask every client, "I recommend we book your next appointment on to keep your style / colour fresh?" before they leave.



TEXT & EMAIL REMINDERS

Send friendly reminders when a client is due for a touch-up, cut, or colour refresh, making it easy to book with a direct link.



STYLIST RECOMMENDATIONS

Have stylists suggest the ideal timeframe for their next visit (e.g. "I need to see you in six weeks to keep your colour fresh").



SOCIAL MEDIA ENGAGEMENT

Use Instagram, Facebook, Tik Tok & Google Business to post about seasonal hair maintenance and limited-time booking offers.



PERSONALISED FOLLOW-UPS

Have stylists send a quick thank-you message and suggest the best time for their next appointment. See "Personal Touches" for more.



LOYALTY DISCOUNTS

Offer a small discount or an intro to a new service / product add-on (e.g. a gloss, face frame or conditioning treatment) for clients who pre-book their next visit before leaving.



VIP MEMBERSHIPS

Create a membership program where clients get perks (like priority booking or exclusive discounts) if they commit to regular appointments.



EXCLUSIVE REBOOKING INCENTIVE

Offer clients an extra treat (e.g. a free mini product) when they rebook their next appointment before they leave.



BUNDLE SERVICES FOR REPEAT VISITS

Offer package deals (e.g. "Book 3 colour appointments in advance and get a free gloss treatment on your last visit.").



EXPRESS TOUCH-UP APPOINTMENTS

Promote quick maintenance services (e.g. "root refresh" or "fringe trim") to keep clients coming back in between full appointments. See "Express Colour Menu" for more.

HIGHER FREQUENCY
SERVICES



REBOOKING
SCHEME



EXPRESS
COLOUR MENU



PERSONAL
TOUCHES





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TEAM

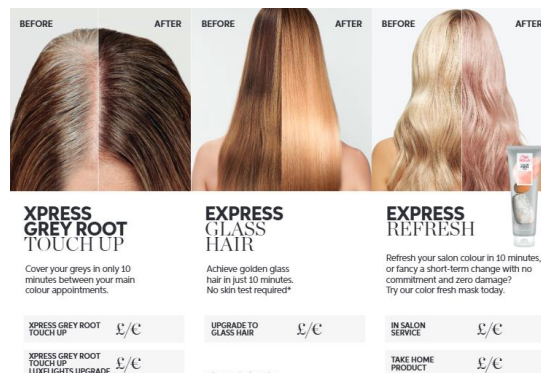


EXPRESS COLOUR MENU

As a hairdresser, we know, time is money. Encourage your clients to come in more frequently to keep their hair looking salon fresh, by offering an express colour menu. Services with development time from as little as 10 minutes – these are a great option to offer your clients as an additional appointment in between their full colour appointments. You could call this a “lunchtime refresh”, or a “coffee break glow up” – these are a great way to drive frequency within your salon.

These are also really good services to upgrade a client on the day, who may have just been booked in for a cut and blow dry, as they only take a few extra minutes.

What’s more, some of the services featured below are also no skin test services, meaning less barriers to convert your non-colour clients to a colour service.



HIGHER FREQUENCY
SERVICES



REBOOKING
SCHEME



EXPRESS
COLOUR MENU



PERSONAL
TOUCHES



Supporting Education

- ☒ “Create with...” on the Wella Education website explains how to use each of the brands featured on the express colour menu
- ☒ Book time with your Account Manager to talk how to launch with success



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



PERSONAL TOUCHES

Create a Point Of Difference (POD) for your salon with bespoke personalised touches for your clients. Small little gestures that can go a long way, drive loyalty with your clients, and encourage them to visit the salon more often.

BIRTHDAY

Have you made a note of your clients' birthdays? Could you ask your receptionist to call your clients on the run up to their birthday to offer them a half price treatment or a free gift on their next appointment as a birthday gift? Bring a friend or family member for a pamper session (why not utilise a graduate stylist).



CHECK-IN

If your stylists have down time, can they call their clients just to check how their hair is lasting? Do they have any concerns or have their hair goals changed?



GIFTING

Is there a seasonal event coming up where you can offer your clients an incentive to re-book, such as a free gift if they book their next appointment in a certain time frame. There are various moments in the calendar where this could work: Valentine's Day, International Women's Day, Mother's Day, Christmas to name a few.



RETAIL

Did your client purchase products to take home? If a client washes their hair 3 times a week, their hair products will last around 6 weeks. Make a note to call the client to find out how they got on with their retail products, if they need a top up, or do they need to come back to the salon to discuss any concerns or issues?



HIGHER FREQUENCY
SERVICES



REBOOKING
SCHEME



EXPRESS
COLOUR MENU



PERSONAL
TOUCHES





MORE CLIENTS
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SUMMARY

DID YOU KNOW

Only **41%** of clients say they feel like they get a consultation from their hairdresser.

Clients who have a full consultation spend up to **35%** more.



Once a client is in the salon, they are looking to the professionals for advice or guidance on their service on the day, their need for treatments to achieve their hair goals, and advice on home care.



CONSULTATION IS KEY

A client is coming to you with hair concerns, and hair goals. Make sure your team is completing a full consultation - talking everything from cut, colour, treatment and then also homecare. The consultation is your main opportunity to upsell, cross sell, and ultimately drive revenue.

Do you know what clients expect from a

Use our profit calculator to see what are the most

Can you offer a salon-only treatment add-on to

Can you offer professional recommendations to

CONSULTATION



PROFITABLE SERVICES



MAXIMISE TREATMENTS



MAXIMISE RETAIL





MORE CLIENTS
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CONSULTATION

The consultation is potentially the most important part of a client appointment. This is your opportunity to understand your client's needs, what they want to achieve and explain how they can get there.

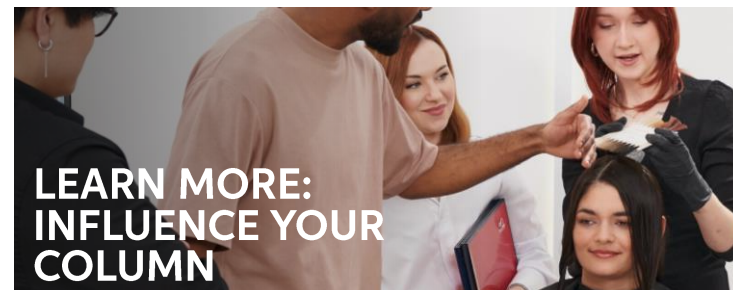
This is your time to upsell, cross-sell, recommend retail, recommend treatments and also convert non-colour clients to colour.

WHAT CLIENTS WANT FROM A CONSULTATION

- 100% Expected their consultation to include style advice
- 96% Expected their consultation to include home care advice
- 92% Expected their consultation to include condition advice
- 90% Expected their consultation to include colour advice
- 86% Expected their consultation to include information on the latest trends

It is important that your team complete a full consultation with every client in every appointment.

- ✓ Download our **CONSULTATION FORM** to help with the conversation
- ✓ Offer bespoke colour service packages
- ✓ Talk the latest trends/shades with your clients
- ✓ Explain the benefits of products and how they will help your client achieve their hair goals



The perfect course to engage the team on how to maximise the potential of their column on a daily basis, by looking at Client types, Column planning, utilising Social Media and much more.

Speak to your Account Manager for more information today.

CONSULTATION



**PROFITABLE
SERVICES**



**MAXIMISE
TREATMENTS**



MAXIMISE RETAIL





MORE CLIENTS
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PROFITABLE SERVICES

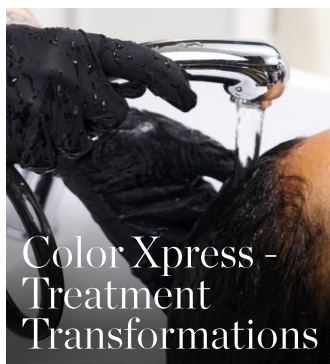
The best way to increase salon profit is to look at what services are your most profitable, and maximise the number of these that your stylists are doing. Profitable services aren't always your most expensive services, so use our **PROFIT CALCULATOR** to help you identify the most cost-effective and profitable services in your salon.

These would usually be time-efficient services that keep your column fully booked. They could also be add on services such as a Shinefinity clear glaze which can be completed by your assistants.

Ensure your team is trained in the latest trends and products, and motivate them with incentives to boost sales. Highlight these profitable services on your colour menu so clients can easily see their options. Also utilise your juniors/assistants to give them experience, but also make them profitable.



Clear Glaze
& Seal



Color Xpress -
Treatment
Transformations



Transformational
Toning



Color
Fresh Masks



Shinefinity

CONSULTATION



**PROFITABLE
SERVICES**



MAXIMISE
TREATMENTS



MAXIMISE RETAIL





MORE CLIENTS
SPENDING MORE



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TEAM



MAXIMISE TREATMENTS

Make your clients feel amazing and secure their business for the future by offering personalised salon-professional treatments. These are a great add-on to services to boost the client bill, and some take as little as 3 minutes.

Offering a full treatment menu allows a client to browse what's available, and select a treatment specific to their hair goal or concern. What's more, why not create a package deal with in-salon treatments and retail, to support the client with their hair condition in salon and at home.



CONSULTATION



PROFITABLE SERVICES



SUPPORTING EDUCATION ONLINE EDUCATION PLATFORM

Care Consultation
& Services



System
Diagnosis



IN STUDIO – Careologist program – Two day Course

Salon Checklist

- ☒ Use our profit calculator to work out which treatments are the most profitable for you.
- ☒ Complete the online training so you are confident on applying the different treatments and who they are for.
- ☒ Download our editable treatment menus, or update your existing menu to include the latest salon-exclusive treatments.
- ☒ Incentivise- Set up an assistant incentive to upgrade treatments, optimising their time and become more profitable.

MAXIMISE TREATMENTS



MAXIMISE RETAIL





MORE CLIENTS
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MAXIMISE RETAIL

The amount the average client will spend on premium retail care online is: **£50.07***

If consumers are spending this amount with little or no guidance online, what would they be willing to purchase once recommended in salon?

What's more –

Salons can offer salon-exclusive treatments and bespoke, professional recommendations to clients



EDUCATION

- ✓ Intro to... – online courses giving you a detailed overview of our care ranges
- ✓ Care Expert and Niologist – unlock your full retail business potential with these studio courses

CONSULTATION



PROFITABLE
SERVICES



MAXIMISE
TREATMENTS



MAXIMISE RETAIL



Salon Checklist

- ✓ Download our incentive chart and run a stylist incentive
- ✓ Ensure home care and hair goals are discussed in every consultation
- ✓ Create package deals that combine retail and the colour service
- ✓ Consider offering a promotion such as: a free in-salon treatment with the purchase of 2 retail products
- ✓ Have a retail specialist in your salon. Top tip: when they attend a course, book time for them to share their knowledge with the rest of the team



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



SUMMARY

DID YOU KNOW

66% of salon owners feel their business is impacted by junior hairdressers and apprentices not being “business ready”*.



Set them up for success by allowing them to grow and feel empowered in their career.

Do you keep your team motivated and give them a clear plan of

CAREER PROGRESSION +

Client experience and staff retention all makes up part of your salon

CULTURE



Use our calculator to see how to increase turnover and optimise stylists’

PRODUCTIVITY



Do you engage and reward stylists with

INCENTIVES



There’s managing a team and then there’s coaching a team that excels beyond your imagination. Maximising the performance and productivity of your team is extremely important in growing a healthy, profitable salon business.



CAREER PROGRESSION

Stylists may leave a salon because they believe they can earn more money on their own. However, this isn’t always the case. The key is to talk career progression & earning potential with your team. Define how they earn, what they earn, how they can earn more, or what they need to do to progress.



MORE CLIENTS
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TEAM



CAREER PROGRESSION

To keep your team motivated and focused, it's important to understand what motivates them, and what their career goals and aspirations are.

How often do you do appraisals with your team?

Do you know their career aspirations?

Do they have an earnings goal in mind? Do they know how to get there?

Do you have a clear plan for how they can be promoted?

At Wella Professionals, we believe in education that sparks creativity, unleashes your Teams full potential and supports their own and your aspirations, to make you and your salon grow. Whether you are looking to give your Team the most solid foundation in hairdressing or develop and grow their skills or craft, our education will deliver at every stage of your hairdressing career. From Digital through to our Studio Courses.

Education can be both a retention tool and an incentive to keep your team up to date, motivated and rewarded. Speak to your Account Manager about creating bespoke education plans for your team.

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← What We Do

5

DIPLOMA

Achieve the highest accreditation in the industry with our degree-level programme.



4

EXPERT

Become an expert hairdresser by obtaining one of the industry's most recognised certifications. Build your skills, ignite your creative spark, and perfect your craft.



3

ADVANCED

Create the perfect total look for your client, personalised to their needs and desires. Become a beauty coach who provides services that grow the business and drive loyalty.



2

ESSENTIAL

At Wella, we do things the Wella Way. Learn the techniques, skills and knowledge required to grow your craft and achieve beautiful, professional and predictable results each time.



1

DISCOVERY

Start by familiarising yourself with the full Wella Professionals portfolio to equip you for success.

CAREER PROGRESSION +

CULTURE



PRODUCTIVITY



INCENTIVES





MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



CULTURE

The culture within your salon is an important part of your salon identity and can be felt across your team and clients.

The culture of your team can directly impact the client experience and also affects staff retention. In order to have a successful salon business, you need to ensure you have a positive, collaborative team culture that champions development and successful results.



CAREER PROGRESSION +

CULTURE +

Top Tips

- ✓ **Define clear values and your salon mission**
make sure your staff understand them and how they can impact on them.
- ✓ **Open communication**
encourage open and honest communication between staff and management.
- ✓ **Arrange team building activities**
team dinner/drinks, monthly or quarterly or breakfast/coffee mornings, celebrate staff birthdays.
- ✓ **Staff recognition and rewards**
appreciate and celebrate staff achievements. Make time in team meetings to champion this.
- ✓ **Training**
ensure staff have relevant training to build confidence, enhance skills and offer clients what they need.

PRODUCTIVITY +

INCENTIVES +



MORE CLIENTS
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TEAM



PRODUCTIVITY

Having a productive team is one of the most important ways to drive profitability in your salon.

Use our **PRODUCTIVITY CALCULATOR** to see how productive your stylists are, and how much extra turnover they could potentially bring in if they were 80%, 90% and 100% productive.

Once you identify the productivity of your team, and the earning potential they could bring, you can then look at a plan on how to make those individuals more productive.



Salon Checklist

- ☒ Download our Express Colour Menu and consider training your junior stylists to focus on these quick client services.
- ☒ Ensure home care and hair goals are discussed in every consultation.
- ☒ Upgrade every client with our non-skin test Glaze & Seal service. Download the incentive chart and run a stylist incentive to drive this.
- ☒ Use any spare time to update socials to attract new clients.

CAREER PROGRESSION +

CULTURE +

PRODUCTIVITY +

INCENTIVES +



MORE CLIENTS
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TEAM



INCENTIVES

Drive Colour and Retail while you Engage and Reward stylists by setting up stylist incentives. Incentives can either be short term quick win incentives, over a month, or longer term incentive leagues, for example a Colour League over 3 months to create healthy competition and reward top performers with prizes.

You can also try an incentive where you draw names out of a hat. The more you get, the higher your chance of winning, but this helps to keep lower performers motivated and engaged.



Salon Checklist

- ☒ Download an incentive chart and run a stylist incentive.
- ☒ Set up a Colour League and reward top performers and best improved across Bronze, Silver and Gold categories.
- ☒ Prize examples could be coffee vouchers, shopping vouchers, retail product, or a day off!
- ☒ Why not try a client incentive? "Have a colour consultation today and be in with a chance to win X".
- ☒ Try a team incentive, if as a team we achieve X we all get a team night out.
- ☒ Have regular updates in your Team Meetings to drive competition and excitement.
- ☒ Speak to your Account Manager for more info.

CAREER PROGRESSION +

CULTURE +

PRODUCTIVITY +

INCENTIVES +