

Opening Phase

Maintain standards

Once you are open it is imperative that you hold everyone (clients included) to health and safety measures. This discipline and integrity are important to build trust and strengthen your brand for your clients and your team.

Practice empathy

It is important to be aware that some staff members and clients may not want to come back right away. People are going to be nervous. It makes sense to check in with each team member to take their pulse. If they are uncomfortable or have legitimate health concerns, then work with them to create a plan that supports them.

Be visible and be accessible

If you are in a leadership position be sure to not book yourself 100% the first few weeks you re-open. Give yourself gaps throughout the day to be assessable to your team to troubleshoot issues, answer questions, cheerlead and to measure how everyone is managing the new normal. Build in the time now and you'll not only be thankful for it, you'll be working smart!

Share your progress & breakthroughs on social media

Share your happiness, breakthroughs and successes on social media. Demonstrate to your community the ability that you and your team have to re-open business in a way that is socially responsible.

Additional Steps

- Recommend add on services treatments, mask etc. (Not only will this bring in extra service income, their hair needs will be different)
- Regrowth will be more than a normal color or highlight service, be sure you formulate correct and are charging for the extra color or process of what this may look like
- You will have color corrections, be sure to charge according, its generally twice your color service price PER HOUR
- NO DISCOUNTING If your heart strings are pulled offer a complimentary add on service, wax, treatment, hair mask... Keep in mind they booked the appointment knowing the cost of your services and came to you.

- Consider not blow-drying it will save half the time they are in your chair; you could create a blow dry station with product for clients to blow dry their own hair (keep in mind those tools & products will need to be sanitized after each use) and you will need to have several stations far enough apart if you have a full salon
- Create options for services include time & pricing (Adjust for what you are doing now versus last visit) keep in mind clients may also have had a change in their budget; Express Service is a lower cost, think partial highlights, full, face frame or per foil, only covering the new growth, T zone area, you are now giving them options versus making them uncomfortable with spending what they used to spend, this may open you up to more clients booking versus waiting.

Continued Social Distancing Requirements

- We may still be under some type of social distancing 10 or less in the salon, chairs 6 feet apart
- Stylists should be washing hands often with soap & water, wearing a mask & gloves (a new pair needs to be on for each client)
- Only allow the client in the salon, no kids or guests unless unavoidable (Parent & child haircut under the age of 5)
- Have clients stay in their car until you have sanitized your station and are ready for them
- Ask clients to wear a mask or have disposable ones ready (This may be hard to get, so they need to use something they don't mind getting color on if you are doing a color service)
- Clean and new cape, combs, brush etc. for each client
- You may need to ask that clients stay in their car until you are ready
- Bathrooms need to be cleaned every 15 minutes doorknobs, toilet handle & sinks
- Door handles in the salon every 15 minutes
- Front desk keyboard should be cleaned before and after each use along with CC machines if used by everyone in the salon
- Avoid touching debit cards or CC's, avoid cash if possible
- Sanitize your personal phone if you are having a client touch it to pay for service