

Pre-Opening Phase Preparation

Finalize new operating standards

One week prior to opening have a Zoom meeting with your team and review any new operating standards, health guidelines to ensure everyone is on the same page. Discuss who will be responsible for new steps or tasks and what training may be needed.

Reach out to clients

A good step to take throughout this hiatus is making a list of 5-10 clients a day and calling them to check in and see how they are, how can you help them? Staying connected makes a difference for them and for your team.

Communicate re-opening date on social media

Once an opening date is established get on Facebook Live or record a message for all your clients to share your excitement. Communicate what steps you will be taking to ensure you have the safety of everyone involved considered. Walk them through specials you have created and end with your commitment to them to provide the safest and best service experience.

Additional steps

- Your guests will have larger regrowth, so have more working product on hand and be aware of potential inventory issues.
- Consider creating express services menus. Examples Hairline root smudges to cover grey or partial highlights but not necessarily doing a full service.
- Think 2x the services in 1/2 the time for half the cost to accommodate your Time and the guests Budget
- Consider not doing blow out if you really want to get people in and out?!! And create a blow-dry station in the restrooms and unused areas in the salon that guests can rough dry in 4-5 minutes.
- Toning retail products take home masques and Root Sprays will be your best friend!!
- Box color corrections is now a PREMIUM, due to space & time. Think of your going rate per hour x2.
- Do not discount your services give free add on as gift. Again, think of quick partials at a lower price options, but your time now comes at a Premium!
- Shipping may be delayed due to increased volume indefinitely, as well as stores having social distancing or curbside orders in place. Order AHEAD based on your week or two week needs!
- Work based on who was cancelled first to last. Everyone wants to be there first day but you're not a machine with 50 arms, so you'll have to spread it out a bit.
- Consider doing consultations over the phone or face time your guests to make the correct times for appointments. Circumstances and seasons have changed, and they will be ready for it. Maybe try doing a ZOOM consultation to save time!

Most salons cleaned thoroughly before closing, if this was not done take the following steps.

- Clean out the refrigerator and wipe it down, inside and out.
- Clean table or countertops in backroom.
- Wipe down all stations and salon chairs; clean shampoo bowls.
- Ensure all combs and brushes are sanitized, dried, and stored.
- Clean all blow dryers, hot tools, dryer chairs
- Wipe down entire front desk surface.
- Wipe down all lobby chairs, windowsills, door handles, windows.
- Clean the bathroom; refill supplies, sweep and mop.
- Make sure all capes are clean (Do you have enough)
- Remove any self - serve beverage stations & Magazines You may want to remove boutique items for a while to limit touching

Check Inventory: You're going to be busier once you open

- Color, Decolorizer & Developer
- Back Bar & Treatments for add on services (Some hair will need this)
- Retail
- Foil, gloves, capes, combs, brushes, color brushes, bowls, hair clips (Any tool that has been in contact with a client needs to be sanitized) You must use clean and sanitized tools on each new client,
- Keep in mind shipping could be delayed once things get busier, if you need something order it quickly with your sales consultant or online, allow a few extra days to be on the safe side
- Barbicide, wipes, bleach etc

Promotions:

- Take down any old promotional marketing
- Insert or put up new promotions
- Focus on clearing out old inventory that has been sitting, we have promotional flyers to utilize

For more information and resources:

- Contact your brand consultant
- Go to MyTribe
- www.lanza.com/covid-19
- Facebook: Lanza Healing Color & Hair Care page
- Instagram: @lanzahaircare