



NEW WORLD BUSINESS PLAN PRE-SERIES ASSESSMENT

Prior to COVID-19, what were your Salon results?

PROFITS

- Were you getting a benchmarked P&L every month? Yes/No/Not Sure
- Were you achieving 10% or greater profit? Yes/No/Not Sure
- Was your Service Provider payroll at 45% or less? Yes/No/Not Sure
- Was your Non-Service Provider payroll at benchmark for your revenue level? Yes/No/Not Sure
- Was your professional product cost at 6.5% or less? Yes/No/Not Sure
- Were your New Artists ready to serve guests at an entry level price point in 6 months (or less)? Yes/No/Not Sure

REVENUE

- Were revenues growing by \$100 per sq ft each year? Yes/No/Not Sure
- Were you doing "Projecting the Day" every day? Yes/No/Not Sure
- Were you implementing the Power of 2 Behaviors with every guest, every day?
 - Pre-Booking? Yes/No/Not Sure
 - Referral Program? Yes/No/Not Sure
 - 5C Consultation? Yes/No/Not Sure
- Was your social media and website driving the right number of new guests to your salon? Yes/No/Not Sure

TEAM ENGAGEMENT

- Did team members now *exactly* what they need to do to earn more? Yes/No/Not Sure
- Did they earn more with you than anywhere else? Yes/No/Not Sure
- Were you crystal clear on what each team members personal/life goals are? Yes/No/Not Sure
- Were you implementing quarterly Hopes and Dreams meetings? Yes/No/Not Sure
- Was your website and social media optimized to attract and retain Your desired team members? Yes/No/Not Sure

GUEST ENGAGEMENT

- Was your entry level haircut price set to attract the moderate priced guests which ensures new Artists get busy quickly? Yes/No/Not Sure
- Were you implementing each step of the Performance Wheel with every guest, every day? Yes/No/Not Sure
- Was your website and social media optimized to attract and retain guests? Yes/No/Not Sure
- Was your overall consumer rating 4 stars or better? Yes/No/Not Sure