

MOVING FORWARD

Steps for your Strategy

PHASE 1

Take care of yourself – think about what you need to gain your confidence to go back to work. Take classes on-line



PHASE 2

Keep in touch with your clients – utilize marketing materials from the Goldwell / KMS Salon Alliance Resource Library or Surfacehair.com pro site.



PHASE 3

Prepare for our new normal once back to work, begin drafting sanitation protocols for your salon. Determine how you will implement, order materials, schedule trainings for your team. Seek out salons in other markets to see what they are doing and build from their ideas.



PHASE 4

Communicate your new salon protocol to everyone.

– team members, clients and potential new clients.



PHASE 5

Plan Salon Team Meetings to train everyone on your new protocols, role play, get your messaging correct.



PHASE 6

Be flexible. Be empathetic of individual situations. Be open.

