



Pre-requisites and tips for Employment

What to expect in a salon...

Everyone wants a Team Player:

Many salons have just a few employees which means that many duties are shared. Being a team player is important, so always be ready to assist others.

Work Schedule:

Being in the beauty industry is hard work. It means working long hours on your feet; working long days, nights, weekends, and holidays.

Marketing:

You have to be able to sell yourself and your abilities in the beauty industry. Be professional on the phone, emails, and social media. It is important to not turn away customers from one bad phone call or one inappropriate social media post. Be mindful that social media can be a great tool that can allow you to build a clientele.

Reception:

A receptionist must be able to greet customers over the phone or in person, answer clients' questions about services, book appointments, up-sell services, sell retail, and rebook appointments. A receptionist must be highly organized and able to manage clients with grace, even during peak demand.

Dedication:

Most salon/booth rent situations mean that you are self-employed and have to be self-driven. Building a clientele means arriving in the salon even when you don't have any booked appointment because you might miss walk-in opportunities.

Sales:

Up-selling, retail sales and rebooking appointments is vital to success. Remember, there is a nice way to ask for the sale and many successful marketing experts say that the sale was there, but that no one asked for it. Remember, you are the expert so educating your clients will build trust. A soft sales approach is usually well received by a client, but you have to ask for the sale. Retail sales are a large part of a salon's revenue, and most salons require that their employees retail at least \$100 per week. Some high-end salons require steadily growing retail sales.

Booth Rent:

There are opportunities to rent a booth which means that you are basically a salon owner, but on a small scale. Renting a booth in northwest Arkansas can range from \$150 a month to \$400 a month. Some salons that rent booth space are very accommodating and can charge weekly or monthly. Some can pay a commission or hourly rate until a clientele is built up.

Salon owner:

Being a salon owner is challenging and rewarding. It means that you have to be a "Jack of All Trades". Many Cosmetologists, Manicurists, and Aestheticians say that they want to open their own salon/spa without realizing that this requires a "Jack of All Trades" skill level. This means that the owner has to deal with lease agreements, insurance policies, inventory, vendors, sales, accounting, marketing, and employees. It is of course, recommended that upon graduation, that a Cosmetologist, Manicurist, or Aesthetician start working in a salon/spa to build a clientele and to learn all of the business before opening up a salon.