

# SALON RESET TOOL BOX

NAVIGATING THE CURRENT CLIMATE

HAIRCARE

AUSTRALIA

# New “Normal”

**The current global situation will inevitably change the way we look at doing business. Dedicating time to reviewing business strategies and establishing hygiene and safety procedures that adheres to government guidelines will be vital to the success of our industry.**

In light of the situation, it will be vital to the success of our industry to put time into reviewing business strategies and establishing salon hygiene and safety procedures that adhere to government guidelines.

To help you navigate through this new “normal”, to provide a welcoming and safe environment for both your staff and customers, we have compiled together a tool box of information to help you press reset

As the situation is ever-changing, please keep across any government updates for the latest information and act accordingly. Being flexible and agile in adapting to any situation changes will give you the best chance of continued success.

**Stay safe. Together, we'll get through.**



# Prepare, Prepare, Prepare

Now is the time to reset your business strategies and implement strategic changes that will allow you to see continued success. Here are some ideas to get you started.

## Operational Strategies

### Reduce Capacity

Determine how many clients your salon can safely accommodate at any one time while adhering to social distancing rules. This will allow you to understand how many appointments you can manage each day without putting your staff or clients at risk. This could mean closing off every second workstation.

### Extend Hours

Consider extending salon opening hours or making them flexible so that you can service your usual number of clients without compromising anyone's safety. Your staff and clients may benefit from rostering your team on split shifts to accommodate the longer hours.

### Client Bookings

Prioritise your colour appointments in the first instance to give your revenue an initial boost. Endeavour to try and keep appointments to strict time limits to avoid overlap with the following appointment. This will also provide enough time to thoroughly clean the station before the next customer arrives. Consider setting up a text message system whereby the client waits in their car until a text is received informing them the station is cleaned and the stylist is ready.

### Changing Client Needs

Understanding how client needs may have changed during these times can dictate the business strategies you put into place. You might find that some clients are now less inclined to prioritise spending on hair and beauty services or hesitant to spend long periods of time in the salon or out of home for health and safety reasons.

Consultations delivered via virtual platforms prior to your client's appointment to understand their needs can be a powerful tool. It can allow for honest conversations, booking adequate appointment times and save valuable time in the salon.

### Service Menu

Tier your service menu to provide salon services at multiple price points and time periods to accommodate all client types. Add value for your clients by creating alternative services such as express colour or treatment services, bundle services with take home retail packages. It will be important to clearly communicate both the cost and length of time on your menus.

### Promotions / Specials

Encourage clients back into your chairs through incentives or promotions. Offer price tiers for various services or level of stylist, discounted services, complimentary treatment add-ons, free samples with the purchase of retail products or home hair care bundles.

### Payment Methods

Keeping hygiene top of mind, consider avoiding cash payments, or if this is not possible, avoid direct contact by supplying a container for cash to be deposited and or ensure gloves are available at the desk for handling any cash.

### Sanitisation Plan

It is highly recommended that all members of your salon team undertake The Department of Health's Covid-19 Infection Control training. This accreditation gives you the tools and knowledge to operate a safe environment for your staff and clients.

[Click To Access](#)

Determine the changes you will need to make in the salon to ensure you are adhering to hygiene and safety guidelines. Use our easy to follow Sanitisation Plan for suggested practices.

[Click to Access Sanitisation Plan](#)

### Communicate

Keep your clients informed of your health and safety measures and what to expect when they arrive to your salon. This could be done at the time of booking, via social media or email. Preparing signage of your new hygiene measures to remind clients are a great way to ensure they are clear about what is expected of them.

[Click to Access](#)

### Staff Procedures

It's vital that your staff are aware of any of your new operational strategies and procedures you will be implementing.

- Understanding the role they play in the hygiene and safety measures of the salon for the safety of themselves and the clients.
- Being mindful of your salon's position on discussions with clients about the outside situation.
- Clients often come into the salon seeking a relaxing space as an escape from the everyday, so it's important to read the clients needs and determine whether you will encourage your stylists to talk about the outside situation, or only to engage if a client wants to.

A client's interpretation of a successful salon visit is often based on their hair service but the experience of comfort, wellbeing and feel good she leaves with, it's the whole "EXPERIENCE" they will remember and share with family and friends!

## Inventory Management

### Inventory

Make a list of your stock requirements based on your number of appointments and types of services. Consider increasing your professional, back bar or retail products. Haircare provide cost effective packages/deals to help set up your salon for immediate growth, revenue injection.

### Re-stock

Place your haircare orders through your sales representative to ensure your products will be on-hand as you need them to fulfil your salon appointments. Bear in mind that salons may re-open or increase hours around the same time, so professional products may be in high demand. Remember, account holders are granted 30 days to pay their accounts.

### Essential Hygiene Items

Having plenty of cleaning and sanitisation products on hand will be of utmost importance. Providing staff and customers with hand sanitisers, disposable face masks, disposable gloves etc is highly recommended. Ask your sales representative about the range of hygiene items Haircare has on offer to keep you and your clients protected.

# On the Floor

**Out on the salon floor is where you will need to put your new strategies and measures into place. Consider these suggestions to ensure the transition is as smooth as possible.**

## Staff Commitment

Ensure staff are well informed and understand how their role within the salon on a day-to-day basis has changed in accordance with your new salon strategies. Make sure they have taken the Covid-19 Infection Control Training and understand your Salon Sanitation Plan to ensure that your salon is properly sanitised prior to opening as well as suggested sanitation practices to follow on an on-going basis.

## Appointment Reminders

Automate reminders for all rebooked appointments. Remind clients of your hygiene and safety measures and to contact you to cancel their appointment if they are feeling unwell.

## Hygiene

Any client or staff member that exhibits signs of illness must not come into the salon. Do not engage in personal greetings such as shaking hands or kissing with clients or other members of staff – maintain minimum social distancing. Wash hands regularly and whenever possible, wear disposable gloves when providing any services that require direct hand contact with the client. Provide masks for both staff and clients should they wish to use them. Avoid touching eyes, nose or mouth and cover up your mouth and nose with the inside of your elbow or tissue when coughing or sneezing.

## Social Distancing

Avoid personal contact, greetings that involve hand shaking, kissing etc are unfortunately no longer safe. Remind clients that this is nothing personal, it's for everyone's protection. Place easily visible marks using a durable material (i.e. electrical tape) on floors to meet official social distancing guidelines. This should be done in your reception/retail area as well as workstations, at the basins and in break rooms. Remove chairs from waiting areas in reception or place them further a part.

## Remove Communal Items

Communal items that can be touched by many people should be restricted or removed. Remove magazines and individual menus from waiting areas and stations. Put service menus in a central location that can be viewed by everyone. Offer drinks in disposable cups, rethink your snack offering.

## Signage

Place signs at public entrances of your salon to inform staff and clients that they should avoid entering are unwell, to maintain a minimum distance from one another as per social distancing rules. In addition, put signs in the reception area and bathrooms to inform staff and clients of cleaning and sanitation practices as well as social distancing guidelines. Safe Work Australia provide downloadable signage for use around your salon.

[Click to Access](#)

## Stock Arrival

Make sure that you are fully stocked at the back bar, colour room and retail shelves. This includes having plenty of gloves, capes, masks, bowls, applicator brushes, clips and so on.

## Be Mindful

Some clients may feel afraid or uncomfortable when out in public during this time. Reassure your clients that they are in a safe place and that you are implementing hygiene and safety measures at all times.

# Stay on Track

**It's important to regularly review your strategies and initiatives to ensure they are still performing optimally and adhering to any government updates. Consider these ideas to keep your business on track.**

## Review Strategies

How have your new strategies been working? Do you need to review and update any strategies or procedures in accordance with government updates or based on feedback from your staff or clients. It's important to review your strategies and procedures regularly to ensure viability.

## At-home Regimes

As the climate has affected many of us, there will be some clients that can no longer spend the same amount on hair and beauty appointments. At-home maintenance will still be important, especially if clients are pushing out each of their appointments. Consider building at-home rituals into your salon services as add-ons or promoting retail packs made for at-home maintenance.

## Delivery Options

Consider offering contactless pick-up and delivery services for retail product needs, especially welcoming for those clients who are pushing out their appointments and are needing to look at more home maintenance options.

## Local Community

Support the local community and help each other via cross promotion of services, social competitions, giveaways, offering discount services for local businesses.

## Share Knowledge

An easy way to share what you love doing is via social media with specific content that addresses your skill. Remind clients why hairdressers are an essential service by being generous with free education/tutorials for at-home hair care.

## Knowledge is Power

Continued learning, whether technical or business will keep you and your team motivated and empowered.

# Committed to You

**Haircare members of staff are committed to the safety of our clients. Here are the ways that our teams will be acting to keep you and other safe when visiting or meeting with you.**

## Greetings

We love seeing you and after not having seen you for so long we'd love to give you a big hug. Unfortunately, as we are strictly adhering to social distancing and hygiene practices, we will no longer be hugging, shaking hands or kissing to say hello. This is nothing personal, but to ensure the protection of both you and us.

## Hygiene

All members of staff will:

- Not enter your salon if they are feeling unwell or displaying any Covid-19 or flu like symptoms. You will be contacted to reschedule the appointment.
- Undertake The Department of Health's Covid-19 Infection Control Training.
- Maintain hand washing practices at all times.
- Carry hand sanitisers in their cars and kits to ensure the highest hygiene levels whilst out on the road.
- Use hand sanitiser before entering your salon and after leaving your salon.
- Disinfect belongings such as phones, tablets and laptops before entering your salon.
- Comply with your individual salon's hygiene policies and practices.

## Social Distancing

Haircare staff will be maintaining a safe minimum distance of 1.5m from others during their salon visits.

## Sales Materials

Sales staff will no longer bring along any printed materials or any booklets to present or leave behind. Deals will be emailed to you or presented on a tablets at a safe distance.

## Education

Technical staff will wear and use all appropriate and disposable sanitary and hygiene items when delivering education or demos in your salon, this includes masks, gloves, disposable towels. Staff will carry hand sanitisers and disinfectant spray. All demo stock and equipment will be thoroughly disinfected regularly and without offending, will be the only ones allowed to touch their tools and equipment.

We will continue to closely monitor government updates and guidelines and update our policies to reflect.

We're committed helping you get through this as successfully and safely as possible. Please do not hesitate to get in touch with us if you have any questions.

**We will continue to closely monitor government updates and guidelines and update our policies to reflect.**

**We're committed helping you get through this as successfully and safely as possible. Please do not hesitate to get in touch with us if you have any questions.**

# Resources

## Global:

[WHO - Novel Coronavirus 2019](#)  
[WHO - Getting Workplace Ready](#)

## Australia:

[Easing of Coronavirus Restrictions](#)  
[Safe Work Australia Covid-19 Resource Kit](#)  
[COVID-19 Campaign Resources](#)  
[Safe Work Australia Signage for business](#)  
[The Australian Hairdressing Council](#)

HAIRCARE  
AUSTRALIA