

READY, SET, GO! BOOKS

A Salon Owner's Guide to Wealth

Everything you need to know about selling retail
and running a profitable salon!

By Jeff Grissler & Eric Bryant

BEST SELLER

Selling Retail Made Easy

- Easy, detailed to lead you to success
- Avoid costly mistakes
- Retail success tips from the pros
- Gain the financial success others wish they had



Jeff Grissler

A Salon Owner's Guide to Wealth: Everything you need to know about selling retail and running a profitable salon! (Ready, Set, Go! Book 3)



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No stranger to the sector, Eric spent a long time developing new designs and space plans, getting involved in every facet of the market. "With the release of the Ready, Set, Go! RSG books series will now provide them with the tools to obtain salons to another level. Yes, at L'Oreal we want salons to be on the cutting edge with designs and color but more importantly we wish them to make money. Reserve series, Jeff Grissler offers finally created a new benchmark publication targeted at assisting Salon Owners build and operate a lucrative salon. Successful salon ownership, happy employees, wonderful family members and close friends and of all things a healthy retirement! This series of books is crucial browse for cosmetologists and salon owners who wish to grow their business and earn money doing it on the way!" Great Book! STEPS TO MAKE Big Money at Your Salon "If you want to spend money on your salons future, personnel and create a customer foundation like no other salon in your town and make the money you deserve, purchase " This book can be a business and life changer!! Retail sales promotions that work. Every detail to cause you to success. Setup your retail just like the pros. Retail success tips from the benefits. Gain the financial success others wish they had. Do you possess dreams of running a successful retail cosmetic salon? From concept to create to management. will set you on path that may lead you and your salon to economic achievement by implementing retail product sales strategies into your business. Prepared, Set, Go! Avoid costly mistakes. Fast track retail sales. Patrick Parenty President L'Oreal Professional Items Division, USA. Sell retail in every salon zone. Sell even more retail and develop fresh and consistent income streams by reading, practicing and perfecting the methods inside. About the Authors: Three Time Best Selling Beauty authors Jeff Grissler and Eric Ryant encourage you to check out their other titles about the salon industry. Jeff Grissler has been what your location is and understands the internal workings of the locks, beauty, and barbering sector and what leads to achievement as a barbershop owner. As a business owner himself, he understands the business landscape and what owners can get and guides them to achievement. Eric Ryant is certainly a beauty industry entrepreneur with over 30 years of experience in space planning and design for salons and barbershops. Reserve endorsed by the Professional Beauty Association (PBA) and Modern Salon Magazine.



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Great explanations of terminology and how to negotiate. The best component is there is NO RISK - in the event that you follow the reserve to the letter, you will develop your salon as well as your wealth .Can't await another book to turn out.. Perfect information for new or existing salon We liked the detailed explanations provided, the images and visuals which were stated to help with obtaining a welcoming setup in the salon.. Mr. I simply read this reserve and was reminded of my last trip to the beauty salon when my stylist started discussing the grooming cream she was using about my locks. I am Not really a math girl and even though I DO possess an accountant I've always wanted a better grip on Just what I have to be doing to be making the MOST money in probably the most ethical and proper way. A Salon Owner's Guidebook to Wealth is crucial if you are opening a new salon, updating, or just want to make additional money in your salon. This is actually the most nerve-recking part of my business for me...FINANCES! Find time, browse it twice, and become prepared to feel a burst of energy and enthusiasm! I recommend it. It is packed full of tips and resources that could make the difference between surviving and thriving in this sector.Finally an author who understands how to help salon owners. WOW- That is amazing information I wish I would experienced years ago As a nail tech for 6 years and being in other various regions of the industry, this guide would have served me quite nicely years back.I'm addicted to success and you ought to be too !(and be thankful), we all simply need to feel more comfortable carrying it out.Jeff's books display his unparalleled knowledge in this beauty sector and I truly appreciate the prosperity of information he must share.Free download too!! Wow amazing informative read ! Two plus years in the salon business as developer/developer of normal to awesome salons & spas,I've by no means found reference material as beneficial to ALL the areas of opening and operating a successful hair/nail salon or spa as outlined in Jeff's book.! Retail is vital in an effective salon. From a style aspect, layout lighting and the importance of the movement of customer visitors all assists the buying experience. The business suggestions are abundant throughout this publication in addition to furniture pricing.. This book is crucial read for fresh and existing salon owners.Since this book arrived,I've recommended this reserve as a must go through for all my existing and also past clients who too can reap the benefits of Jeff's wisdom.. It isn't difficult to suggest items to your customers when you truly believe they're GOOD products and that your customer will reap the benefits of your recommendation. Great Book! Jeff has written a fabulous publication with insight to guide a salon owner through their creative eyesight. Often a salon owner can be missing intricate pieces to hit that sweet spot in their business where they view it thrive. I am grateful to have got discovered it. I don't very own a salon, but I work with beauty schools all over the country and every student must have this within their hands if they graduate. Being a designer myself for Takara Belmont I could understand and relate to everything this author is certainly explaining. I also loved the examples mentioned for various marketing promotions.! Jeff provides included tests, checklists, advice from other effective salon owners, and phrases that can change your organization strategy. He has taken the time to share his knowledge and analysis with the salon market to make a difference. His enthusiasm is evident in every passage he writes. Getting the right tools in your hands offers you that advantage to get what you desire most. Purchase it now and begin seeing your journey to success flourish! - Rowena Yeager - Studio Wish Salon Five Stars very useful My law book This book was so valuable to me especially when it came time and energy to look at the lease with a broker or a lawyer also to understand what to consider to protect myself to have a great lease .A "Must Browse" for the Salon and Spa Professional Whether you are simply getting started in the business or been at

it the majority of your life - you borrowed from it to you to ultimately pick up this book and address it enjoy it was gospel. Also great tips on sales and marketing with strategies for helpful communications with customers. Plus also goes into great suggestions on salon technology and also how exactly to survive the first 12 months and beyond. A must have for each salon owner! Grissler's books never disappoint. Needless to say I bought some, and noticed how effective retail sales can be in the salon sector. I believe the author called this "indirect selling" and it was definitely effective. I'll tell her to download this publication while it's free! Great info, very informative You'll be able to teach a vintage dog new techniques. Great info, very informative how often carry out you can say that running a business? success! An altogether salon asset. A Must Read I found this book to be very informative. It gave me plenty of good ideas for placing retail in various ares of my store. Would recommend this reserve to all Get yourself going - or away of a monetary rut! It addresses all salon topics from A-Z in an easy to read, intelligent manner. This book can be an amazing resource for all those new or experienced in the salon industry! Methods in this reserve have helped me generate profit - and quickly! I recommend purchasing this reserve... I completely grasp each concept today and am no more in the hole! :)



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