

THEPLAYBOOK

SALONCENTRIC PRO EDUCATION

TRANSFORM YOUR TALENT. EMPOWER YOUR FUTURE.



The Hustle: Your Retail Vibe Check

LOOK & LEARN

You can build a lucrative career while delivering to your guests the top-tier services that you love performing the most and teaching them how to recreate their look at home.

KEY TAKEAWAYS:

- Grasp the nuances of our evolving industry and recognize various customer profiles to establish engaging service offerings and retail conversations.
- Build authentic scripts for offering to teach guests how to use the products you use, and why they are chosen specifically for them.
- Improve your guest experience and grow your business from behind the chair.



 **SalonCentric**SM

Franchise Locations Independently Owned & Operated by The Goellner Group

MON. MARCH 23
10:00am - 1:00pm

STATE BEAUTY SUPPLY
308 NW Victoria Drive
Lee's Summit, MO 64086
(816) 246-9996

INVESTMENT: \$40
EVENT CODE: EDU186



2,670 POINTS
BUSINESS PROGRAM

C1 -Internal use

REGISTER TODAY:
Store I Salon Consultant I LEVEL

Chad Parkhurst **816-916-4314**
Vonna Occhipinto **816-456-4772**
Shelby Bowden **660-619-4123**

REGISTER AT ANY STORE TODAY!
space is limited