

salon | spa | medspa

# Get to know Strategies

The best business  
education – period.

“Over the past 20 years  
we are honored to have  
been and continue to  
be a part of our clients’  
successes. It’s the  
best evidence of our  
steadfast commitment  
to serving our clients.”

**Bruce Hourigan**  
Strategies President



**strategies**

LEADERSHIP  
PERFORMANCE  
GROWTH

[strategies.com](http://strategies.com)

**“Great information that has been proven to work for a better, successful business.”**

**Bob Villeneuve**

Oksana Salon & Spa • Longmeadow, Massachusetts

## Seminars

Since 1993, Strategies has been on a relentless mission to provide business education that produces breakthrough results. Our curriculum is built using proven systems and solutions, taught by Strategies highly trained team of Certified Strategies Coaches (CSCs).

Whether your mission is to increase profits, improve teamwork, drive sales, build an extraordinary front-desk team, better understand the financial side of your business or become a stronger leader, Strategies has a seminar for you.

Strategies seminars are intense, exciting, interactive education, taught by educators who know what it's like to own a business. On the road or at our headquarters in scenic Centerbrook, Conn., this is the finest salon/spa/medspa business education you'll find – for owners, managers and staff.

### Classes include:

- **Strategies Incubator,**

the must-attend business event for anyone serious about having a successful business. This seminar covers everything from cash-flow planning to compensation, productivity to customer retention. Incubator is the foundation necessary to build your company.

- **Front-Desk Staff/Guest-Services Training,** one of our most popular seminars. These staff members can have a huge impact on your bottom line. This seminar covers phone scripts, up-selling, using technology, pre-booking, communication, dealing with stress and more. Attendees come back to the business brimming with new ideas. Owners and managers are welcome too!

- **Salon/Spa Manager Course,** perfect for your manager or someone you're grooming for management. From interviews to meetings, cash-flow planning to budgeting, designing systems to retaining customers, a manager can make or break a business.

- **Salon/Spa Game-Planning Retreat:** You can't expect to thrive next year if you don't plan for it this year. Spend three days enjoying autumn in New England and coming up with your play-by-play blueprint for what you need to do for your best year ever in each aspect of your company.



Visit [strategies.com](http://strategies.com) for the current seminar schedule.

## Webinars

When you need a quick dose of no-compromise excellence, check out a Strategies Webinar! Webinars are an easy way to learn something new, brush up on skills or treat your staff. In addition to the “live” event, you’ll receive a recording of the presentation, perfect for staff meetings or to share with your leadership team. A full list of Webinars is available at [www.strategies.com](http://www.strategies.com).



## Coaching

What would your bottom line look like today, if you already had a Strategies coach? Strategies has helped thousands of businesses:

- Increase first-time and existing client-retention rates.
- Discover new ways to compete in changing economies.
- Improve staff productivity.
- Overcome cash-flow challenges.
- Decrease employee turnover.
- Bring their companies to unprecedented levels of profitability and productivity.

Coaching is built around your goals. Be prepared to work hard, and you will see measurable results. Your Certified Strategies Coach (CSC) will guide you to make better decisions that positively impact your entire company. It's the perfect adjunct to any of our seminars, or in a standalone format.

## On-site Seminars

Want your entire team to have the advantage of a Strategies seminar? Let Strategies bring a seminar to your salon, spa or medspa!

- Your entire team hears the same message at the same time. Discussion is focused, and your whole staff benefits.
- You'll save on time and travel – plus, *your* business will be the “template” for everything we teach, so systems can be immediately implemented.
- You'll get the same educators, the same seminar materials, the same high-quality education – all customized for your salon, spa or medspa and all at your location.



**“I loved that no question was left unanswered. I was engaged and inspired the entire time!”**

**Christine Fiebiger**  
Phresh Spa & Salon  
St. Paul, Minnesota



“My Strategies Coach steers me in the right direction, and assists me in making decisions that help me communicate our message, goals and objectives to our team.”

**Tere Villamil**

La Jolie Salon & Spa  
Princeton, New Jersey

Owning a salon, spa or medspa is full of challenges, opportunities, frustrations and joys. You need a world-class partner to support you and your staff at every turn in the road. You need Strategies.

## Three reasons to call Strategies:

- 1 We're salon/spa/medspa business experts. Strategies has helped thousands of companies become more profitable, while operating more efficiently – and we've been doing it since 1993.
- 2 We want you to succeed and will do everything we can to help you have the salon, spa or medspa of your dreams. You'll learn systems that work – and how to implement them in your business. You'll notice the changes throughout the company and on your bottom line.
- 3 You're never alone with Strategies. Expert advice and support is just a phone call or e-mail away.

**Want proof?** Check out actual case studies at [www.strategies.com/case-studies](http://www.strategies.com/case-studies).

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40 Main St., Suite 7 • Centerbrook, CT 06409  
1.800.417.4848 • [strategies.com](http://strategies.com)