

Hello!
I Have Decided to

*Charge with
Confidence!*

Charge Your Worth!
Charge With Confidence!

	Yes	No
• Do you raise prices consistently?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you have advancement systems?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you have clear goals?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you ALWAYS charge posted prices?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you track your goals daily, weekly, monthly?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you have systems to exceed expectations?	<input type="checkbox"/>	<input type="checkbox"/>

To charge and earn what you are worth you have to be different from the rest, you must give more than you take, and you must provide your guests with an EXPERIENCE not just a service. You must think about what you do as a business, year we love our guests and they love us but when emotions get in the middle of business we are setting ourselves up to fail.

Maximizing what you as a professional can do and provide for each guest is a part of your professionalism. This means that as the professional you always take the lead and make sure you are addressing ALL the needs the guest may have (not just the service they scheduled for) Looking for any other "needs" they may have that you can address or help them solve. This includes added services, take home products and future visits scheduled. You will know you are achieving this when you are managing your results by the numbers, managing your Average Service Ticket, Your Product per Guest # and your pre-booking %

Supply and Demand, what does that mean for you? It means that when the demand for your services is greater than you can supply it is time to raise prices