

How to Deal with Staffing Issues

Motivate: As the business owner, you have a business model or vision that you have set out to achieve. Share your ideas and techniques to help equip your staff. Never assume that they completely understand your thoughts or plan of action.

Plan: Map out a plan for equipping your employees. Share your passion. Do not leave it up to them to understand your business practices or sales techniques. Train them and guide them to success.

Focus: Train your employees to stay focused on the responsibility at hand while continuing to set goals for future achievements. Smart decisions are made with a focused mind.

Success: Empower your employees with the tools and attitude to succeed. Success is usually taught before it can be achieved. A winning attitude is contagious.

The question is **WHY** are there staffing issues?

Have the employees been fully trained and do they feel confident in their ability to sell? If not, spend more time training them. Have the employee “sell the product” to the owner/manager to build up their confidence.

If the salon has a **quick turnover** of employees, then there must be a bigger issue. Have the owner/manager sit down with the employees individually to find out what the issue is. It could be that one of the long-term employees is making the newcomers’ lives miserable.

Necessities for successful staffing:

#1- Employee Handbook – these are a must to ensure the new employees understand the policies and procedures of how you want your business to run.

#2 – Meetings – Businesses that meet with their employees, on a regular basis either weekly or monthly have the most engaged and motivated employees.

#3 – Upon hiring, make sure they understand the details of the job. Make sure they understand they aren’t just standing behind the desk, they need to develop sales skills, customer service relations, and they will be CLEANING.

#4 – Training – The most successful businesses have a complete training program in place. Train them on the business background, the history of the tanning industry, sales skills, phone skills, and work on people skills. Include things like Sun is Life Training and take advantage of vendor training when offered.

#5 –Our experts say when it comes to commission, lots of people don’t completely understand it. It might be a good rule of thumb for the first 3 paychecks to cover it in person with the employee. If you brought in certain products, post in dollars and cents what they earn on each bottle instead of in percentage.

Lead by example. When in the salon, does the owner stay in the back or go up front and interact with customers? If they notice an employee being passive, do they step in and show him/her how to do it? Or simply criticize? Be sure you can walk the walk if you're going to talk the talk. Otherwise, hire a go-getter manager that can set a great example for the other staff.

Hang a **white board** in the break room or behind the desk where all employees can see their sales rankings. Base this on Dollars Per Customer, EFT memberships, moisturizer sales, etc. Whatever you want to promote that week.

Be on the lookout for **potential employees**. I went through McDonald's drive thru the other day and the girl that waited on me was extremely friendly and left me smiling. When I went across the street to the tanning salon, I mentioned her to the owner. I told her she should give her a card and tell her to put in an application. Employees can give a good interview when trying for a job, but seeing how they perform in their current job is a much better indicator.

Employee evaluations. The employee needs to know where they are strong as well as where they struggle. Spending this one-on-one time with the employee allows the owner/manager is also a great time for feedback from the employee. Allow them to offer suggestions on how to improve your business. Share these ideas with the staff as well. Recognize the employee for outstanding performance or great suggestions that they offer.

Ongoing training is crucial for the staff and it doesn't have to cost the salon owner any money. There are tons of free webinars from Four Seasons as well as the vendors. Follow up with the employees after training to see what they learned and how they implement this information in the salon.

Role play different scenarios with staff at your meetings. The entire staff will learn from these scenarios.

Praise success. People like to see their name in print. Make signs that can be displayed in your lobby that recognize achievements. Give out small affordable prizes for success.

Set goals and expectations.