

PBA Salon Series: Best Practice Web Workshops - *Training Salon Series*

Phoenix, AZ (March 11, 2009) — The Professional Beauty Association (PBA) and INYU Training are pleased to introduce the PBA Salon Series: Best Practice Web Workshops. In these Web Workshops, participants will gain valuable insight into the best practices of the nation's top salons – without leaving the salon or office! Learn to increase productivity, attract new clients and retain staff with the best practices drawn from the inaugural meeting of the PBA Best Practice Club. Industry leaders from some of the nation's top salons including: Eveline Charles, Steven Brooks, Scott Buchanan and others share the best practices of their successful and profitable salons. All salon owners, managers, front desk and key staff can participate in these 90 minute Web Workshops. In order to learn what the industry's most successful salon owners already know, we encourage you to join PBA for one or all of these Web Workshops. (Workshops can be downloaded from PBA's website after the initial air date). The current schedule for PBA's Salon Series: Best Practice Web Workshops include:

Leading Service Provider Productivity Sessions

March 23, 2009 • 3:00pm – 4:30pm EST

Focus your team on key measures and coaching behaviors that drive performance. This training session will share tools to illustrate the impact that focus can make on your service provider's productivity and personal income.

Linking the Guest Care Team and the Top Line

May 18, 2009 • 3:00pm – 4:30pm EST

Clarifying the role the guest care team plays in optimizing productivity is key. In this session, you'll learn the best practices in hiring, training, compensating and coaching the guest care team.

Guest Care Training: Excuse the Excuses

June 22, 2009 • 3:00pm – 4:30pm EST

This session is designed to empower your guest care team to offer solutions to guests in a language that diffuses difficult situations and common service challenges.

Web Workshops are \$69 for each session. Participants can also sign up for \$200 for the three remaining Web Workshops, which also includes a download of the first workshop, *The Numbers That Matter*. This Web Workshop focuses on identifying and benchmarking the key numbers that truly matter to the overall success and profitability of a salon. **To register and for additional information, please visit: www.probeauty.org/bestpracticeclub/salonseries.**

PBA encourages salon owners and key personnel to take part in these innovative and unique trainings, which are ideal to help salons in the current economic environment and for future growth. The Best Practice Club (BPC) is an exclusive program made up of the most influential salon and spa owners with gross annual sales exceeding \$2.5 million. PBA will host the BPC as part of PBA Beauty Week in Las Vegas, July 18 – 21, 2009. For additional information, please visit: probeauty.org/beautyweek.



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit probeauty.org or call 800.468.2274 to learn more.