

CLASS ACT

Competition is great among salons in the industry particularly when you consider that they mostly do business along the same lines. They basically try to hire staff with following, price services within the same range, use yellow pages, work their tails off, and pay a lot of bills. But, with sound business principals and aggressive management style you can step out of the normal competitive cycle and grow yourself and your business faster than your competitors.

Happy Learning!



Call Today!!!

Experience Success Business Consulting and The Hair Color Salon



Owned and Operated by

Nancy Parshall
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Experience **SUCCESS!**

Salon,
Spa &
Beauty
Industry

Consulting Services

Leading Beauty
Professionals to Success!



Nancy Parshall

LEADING

Leading salon professionals to success has become my passion! With 29 years in the salon industry, I have been trained, wholeheartedly, to recognize what it takes to be successful. I want to share with you and your staff, as well as up and coming student professionals in the industry what exactly makes the difference between success and failure. From “Extreme Customer Service to personal “credibility” with your clients and distributors, I am dedicated to teaching Salon professionals the reality of success from “behind the chair”.

I have owned, operated, and lead 50+ employees to become strong, money making professionals in a 3000+ square ft. Salon and Spa for 20 years, as well as researched and studied other salons and beauty professionals methods for 30 years.

Nancy Parshall

MARKETING

- Perfected layouts for salons and beauty retail stores
- Advertising concepts and when and where to market yourself and your business.
- Where NOT to waste your advertising dollars!
- Utilizing everyday experiences to market yourself in your community.
- The importance of retailing professional beauty products.

CREDIBILITY

Perfecting...

- ★ Your “Walk, Talk and Look!”
(The personal ticket to success)
- ★ Dressing for respect!
- ★ Becoming a leader in your salon.
- ★ Salon Cleanliness.
- ★ Practical sound business principles to launch you to the top of your class of stylists and salons in your community.



CONSULTING SERVICES

I am available to speak at your educational events, or for private consulting with you, your students and/or staff to evaluate, recommend, and developed growth strategies.

The salon business is truly an amazing opportunity in the business world. It is a service business and God knows that people want and need exceptional customer service. If you love people, have a servants heart, and an athletes aggressiveness the salon business is for you. Go for it and know that I am here to help you achieve your salons full potential.