

FINDING THE RIGHT THERAPIST AND RETAINING THEM

So, you have just been through the exercise of running an advertisement for 6 weeks for a new team member. Spent a small fortune. Said a prayer every day and hoped that the phone would ring with the perfect applicant. Gone through the process of interviewing 6 applicants who were not suitable. Wasted a lot of time waiting for the 6 who did not even bother to turn up for the interview and finally you have found someone “JUST RIGHT” or at least you hope.

They match your expectations, or at least most of them and you are confident that you can train them in the few areas that they need to perform to your standards at this point.

They are due to start next week so how do you prepare to introduce them to your salon. Put some effort into starting off on the right foot.

Everyone knows that finding good people is like finding a pot of gold at the end of the rainbow. Put a group of beauty salon owners together and without exception they will agree, “Good therapists are in short supply.”

Accept this as a fact. There are not perfect people out there who are going to knock on your door and say, “Can I come and work with you?” There are however people (therapists) who are not trained to the highest level but are very willing to learn and grow to be very good with help and guidance.

When you have a new person join your team, accept the fact that you are going to have to do some work to train them to match your expectations and the quality of service and hairdressing you want for your clients.

Your prior planning to make sure you get it right.

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Welcome handout.

Create a welcome handout. This will show that you are both professional and do care and are interested in your new team member. Include some words of welcome, their wage package and conditions of employment. Sell them the benefits of working with you and your team and what you expect in return. By writing it down it is clear and easy to understand and can be referred to in the future if required.

Contract and Job Description

A contract that has been prepared by a lawyer and is beauty/spa specific is not a maybe it is a must. The ABIC lawyers can prepare this document for you. They have a template that they will provide to you and you can make changes to suits your needs. There is a very reasonable fee charged for this all-important service.

A job description (there are templates in the resource library) will allow you to, in more detail set down clear job roles, responsibilities and standards.

Some areas you might choose to include in a job description:

- Primary responsibilities and duties
- Productivity standards
- Client service standards
- Dress standard
- Training requirements
- Protection of client records and details
- Confidentiality

Plus, more as required.

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The induction

Day one is important to get right. You need to balance the beginning of a new relationship and training. Plan for it to be a success.

Even the right person can get off to a bad start if they aren't given the 'rules of the game' and what is expected of them. Give them the best possible opportunity to make a success of their position and give your business the best chance of having a high performing team member by conducting a thorough induction.

Some ideas

- Take them on a tour of the salon. Sell the sizzle, all the wonderful and special things about your salon /spa and your team.
- Introduce them to all the team.
- Point out such things as the location of the toilet, car parking and the best place to buy lunch.
- Explain their roles and responsibilities.
- Give them a copy of your policy and procedure manual to read.
- My advice is to slowly introduce them to the salon. You have a lot to cover. Don't make the mistake of trying to tell them everything on day one. It will take time to do this well.
- RememberDo it once and do it well.
- Establish the lines of communication.
- A great relationship is always built on communication. Tell them how you do this in your salon/spa.

An example

- Team meetings are held each week. Explain how they work. Zoom or face to face.

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- You have an open-door management policy where; anyone can come to you at any time to discuss any issue be it positive or problem.
- Once a month you have a coffee and chat with each team member
- An appraisal is done at 10 weeks just prior to the completion of the probation period and then each year.
- Closed salon FB page or group messenger where all are expected to engage.

You need to show them they have joined a team that has two-way communication. Where everyone talks and listens. You want to retain this person for a long period, so you need to put some effort and systems into making sure you achieve just that.

Just as you retain your clients by showing that you care and are interested, by offering advice, educating them and continually offering new and different things then you retain your team in the same way. They will respond in the same way.

It takes a lot of effort and time to find and train a great therapist so be sure to put just as much effort into retaining them and you won't need to go through the pain of continual recruiting.

The stronger your systems and training methods the less reliant you will need to be on finding readymade hairdressers. That is a comforting thought in our industry's current climate.

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