



**RESPOND.
ENCOURAGE. KEEP GOING.**



RESPOND

What are the benefits to responding to reviews (good and bad)?

- 1.
- 2.
- 3.



ENCOURAGE

What percent of referrals does Sara get from Social media?

Meeting with staff and letting them know you care is an important part of growth as a team.

True / False





KEEP GOING

Sara states that you should do what your coach says to do, why is this important?

How often do you meet with your coach?



SOCIAL MEDIA STRATEGY

RESPOND: Sara knows that when you respond with kindness, it spreads like a wildfire. By responding to reviews in a timely manner and showing great customer service to both good and bad reviews, that shows that you are the right salon to go to.

ENCOURAGE: Encouragement goes a long way! Don't lose sight of who makes the salon go 'round. That's the entire team! Having frequent meetings or even simple encouraging compliments really show that everyone is in it together and can help lead each and every one to success together.

KEEP GOING: Things can get tough but we always have to make sure we keep going. When you meet with your mentors and coaches that helps you stay on track and set goals that can keep you on the road to success.

