

# READY, SET, BARBER!™

© SSBC

V I R T U A L T R A I N I N G

## UNDERSTANDING THE BUSINESS BEHIND BARBERING

### VIRTUAL ZOOM LESSON #1

- Understanding the importance of supply & demand for pricing
- Learn about the "BIG 4" in Barbering- Referrals, Retail, Repeats & Services
- Understanding the male power shopper & how to retail to them in their way
- Learn how to use the digital world to grow your referrals using a digital referral program
- Learn your stats through a tracking method developed for Barbers

### VIRTUAL ZOOM LESSON #2

- Learn about what today's man is looking for in their service experience
- Develop a game plan for growth through service enhancements
- Don't just wait for the walk-ins! Secure your repeat business and increase the frequency of visits
- Learn a communications process that will set you up for higher client retention

**INCLUDES: FOUR WEEKS of Virtual Actions & Accountability**

**PRIVATE FACEBOOK GROUP: Replay recorded lessons/post & celebrate success**



SUMMIT FACILITATOR



**BRYAN  
KEMPPAINEN**

**FRIDAY**

**SEPTEMBER 10 & 24, 2021**

**12:00 pm - 1:00 pm EST**

*\*Please be mindful of your time zone\**

LIVE ZOOM SESSIONS  
RECORDED FOR REPLAY IN  
PRIVATE FB GROUP

INVESTMENT AND REGISTRATION OPTIONS

**LEVEL**  
LOYALTY REWARDS

**13,300 Points / \$199  
PER ATTENDEE**

CLICK TO

REWARD POINTS

CREDIT CARD

MORE INFO

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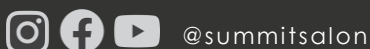
**CE Hours**

CE Business for DC, IA, IL, NC & NE.

Please contact

[CE@supportloreal.com](mailto:CE@supportloreal.com)

for further questions regarding CE.



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