

Mary Shaffer  
703-909-8485  
[Rockstar@pratpartners.com](mailto:Rockstar@pratpartners.com)



### Rock Star Results

This series covers the Rock Star keystones. Individual stylists use Rock Star to take ownership of growing their own business. Amplifying the success of the individual elevates of the team.

#### Class 1: The Branded Experience - Who are We???

- What is the culture of your salon?
- What can every guest expect every time?
- MOMENT OF IMPACT - Memorable Impressions, Voice, posture and instant connection.
- Beneath the salon brand black light how does your personal brand GLOW?
- Your Numbers: Tackling the scary and embracing positive solutions and personal goal setting. We will set up teams and a mentorship plan so each team member has the resources and support to grow every day.
- Remarkable results: How the Rock Star R's will change your business today. ReBooking, ReCreate, Relnvent, ReFerrals, ReTention.

**REBOOKING  
RECREATE  
REINVENT  
REFERRALS  
RELATIONSHIPS  
REVIEW**

#### Class 2: ReBooking - A New Hope

- Creating a Fan - New guests and Rebooking.
- Consultations and Role Playing - Vocabulary and Rhythm of ReBooking.
- Pin the Schedule on the Style - Using Pictures to ReBook.
- The Fluidity of Service - Evolving the Experience.
- Instant Raise: Time Management Solutions.

#### Class 3: ReCreate - Beautiful hair never gets BORING

- LookBook Resources - Pictures Inspire Change.
- Fashion Inspiration and your Brand.
- "CAN I LOOK LIKE CHARLIZE?" - The Language of Face Shapes. Tailoring every style and color to flatter.
- What, When, How - Styling to Share and when to share it.
- Knowledge + Tools = Empowerment, Empowerment = Engagement, Engagement = RETENTION.
- Trim - a Four Letter Word.
- Products are a Party: the Beat Rocks ON.

#### Class 4: REINVENT - Branding, Treatments, Consultations and REFERRALS, Oh My!

Yes, Branding, Again. HOORAY!

- Solidifying the Branded Experience.
- Buzzworthy Baby!
- Inspired Service - what they need, not what they book. Treatments and Color.
- Your Fanclub - Your Community working for you.
- Social Media and YOU. Is Facebook enough?

- Fashion Forecast - Demystifying Trendy.
- Referral Rewards, Thank you!