

# Salon Manager Briefing

Tuesday, 2026-03-10 | Prepared for Taylor Hess

## FOR: TAYLOR HESS | WEEK OF MARCH 9, 2026

### ■ TAYLOR MBO SCORECARD — Q1 2026

Quarterly Bonus Potential: \$750 (\$250 per MBO)

#### MBO 1: Service Revenue — \$250 Bonus

Must hit monthly target ALL 3 months of the quarter.

Month	Target	Actual	Variance	Status
January	\$97,261	\$97,261.46	+\$0.46 (+0.0%)	■ HIT
February	\$80,789	\$80,788.49	-\$0.51 (-0.0%)	■ MISSED
March	\$95,000	—	—	■ NOT STARTED

Quarter Status: ■ MISSED — February fell short by \$0.51.

This is gut-wrenching. The quarterly bonus requires hitting ALL 3 months — February's miss by 51 cents means this \$250 is off the table for Q1. Nothing to do now but build the habit for Q2. March service target is still \$95,000 — hit it anyway to build momentum.

#### MBO 2: Inventory Cost Control — \$250 Bonus

Combined product cost (retail + backbar) ≤ 10% of service revenue for the quarter.

Metric	Value
Quarter Service Revenue (Jan + Feb)	\$178,049.95
Quarter Product Cost (Jan + Feb)	\$2,974.30
Current Ratio	**1.7%**
10% Budget Cap	\$17,804.99
Remaining Budget	**\$14,830.69**

Status: ■ Well under target. You have ~\$14.8K of product purchasing headroom before hitting the 10% cap. Even with March service revenue added, you're in excellent shape. Keep doing what you're doing.

#### MBO 3: Client Rebooking Rate — \$250 Bonus

Target: ≥ 75% salon-wide quarterly average.

Month	Rebooking Rate	Status
January	—	Awaiting Phorest export
February	77.3% (from dashboard)	■ Above 75%
March	—	■ In progress

**Quarter Average: ~77.3% (Feb only — Jan data needed)**

From the staff performance data, salon-wide rebooked client visits sit at 77.3%. This is above the 75% target. Individual staff with low rebooking: Teigan 47%, Breanna 58%, Ali 0%, Tashina 33%, Deana 64%. The top performers (Kaeleigh 92%, Rebecca 88%, Kathryn 86%) are carrying the average.

**MBO SUMMARY: \$500 of \$750 still in play. Protect MBO 2 and MBO 3.**

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## ■ DAILY FINANCIAL GOALS — MARCH 2026

■■ Phorest not yet refreshed for March — showing FEBRUARY FINAL numbers below. March tracking begins once the dashboard is exported.

### February 2026 — FINAL

Metric	Goal	February Final	vs Goal	Status
Total Sales (Svc+Retail)	\$117,958	\$93,887.72	-\$24,070	■ 79.6%
Service Sales	\$100,819	\$80,788.49	-\$20,031	■ 80.1%
Retail Sales	\$17,139	\$13,099.23	-\$4,040	■ 76.4%
Avg Ticket	\$100	\$115.63	+\$15.63	■
RTS%	17%	16.2%	-0.8%	■■ Close
Alcohol/Guest	\$0.75	\$0.54	-\$0.21	■■ Below
PBR (Rebooking)	76%	77.3%	+1.3%	■
Gift Cards	\$683	—	—	Manual tracking needed

**February takeaways:** Revenue came in ~20% under goal. Average ticket was strong at \$115.63 and rebooking held above target. The gaps were volume-driven — not enough clients/services to hit the number. Alcohol per guest at \$0.54 is still lagging the \$0.75 target (need the team pushing drinks more consistently). RTS at 16.2% was close but just under — a few more retail pushes per week closes that.

**March goals are the same targets. Once Phorest is refreshed, the daily tracker will show pace and projections.**

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## ■ SALON UPDATES

From Slack #general:

- **Internet Outage (Mar 1-2):** Comcast construction project caused multi-day outage. Josiah managed payment processing and client follow-up. Two clients (Corona Oley, Isabel Esquibel) were not charged during outage — **confirm these have been collected.**

- **Bello Haven Extension Class (Mar 2):** Class held at 9AM. Haley asked about certificates — no answer posted yet. **Follow up on certificate distribution.**
- **March Mask Promo:** Philip clarified — ONLY use Chronologiste Masque Intense Regenerant (in back with scoop). Do NOT pull Nutrivie or Genesis from retail shelf. Becca already sold 2. **Push this promo to the team — \$15 add-on.**
- **Redken Symposium Winners (Mar 1):** Becca (63 treatments) and Kathryn (50 treatments) won tickets. Treatments are no longer 20% off as of March 1.
- **New Acidic Growth Full line** ordered per your Feb 27 update — should be arriving any day. **Confirm delivery status.**
- **Bloom & Bubbly Mimosas** are in stock — push these to help the alcohol/guest metric.
- **Cash Discrepancy (Feb 28):** Josiah flagged the till was over by \$125. **Was this resolved?**
- **Remaining giftsets** still 10% off, Mix & Match tiered deal still active per your Feb 27 post.

**From Philip / COO Notes:**

- Philip wants inventory updates posted to both **#general** and **#what-we-are-out-of** Slack channels — short daily summaries of products coming in, out of stock, excess to push. **Start doing this.**
- Philip asking if the Slack integration is working — he wants Associate Program updates posted there too.

## ■ STAFF UPDATES

### Personnel Changes

- **Megan King — TERMINATED effective 03/07/2026.** Final paycheck includes 33.6 hours PTO payout. Expense chargeback of -\$169.96 applied. **She is gone as of last Saturday.** Assess floor coverage gaps for her former schedule slots.
- **Stacy Salee — PROMOTED to Level 6 Stylist.** 55% service commission, effective PP06 (June 8-21). Stacy had \$6,688 revenue in Feb with 18% RTS — she's earning it.
- **Teigan Maniatis — Dual Role** starting March 3. She works as Support Staff on Tue/Wed (\$17.25/hr) and Stylist other days (\$15.16/hr). **When doing payroll, separate these hours.** Her stylist production was \$1,129 in Feb with 11% RTS and 47% rebooking — she needs coaching on both.

### Associate Progress

- **Teigan Maniatis:** 15 clients in Feb, 10 new. Revenue \$1,129. Rebooking at 47% is concerning — new clients at only 30% rebook. Average ticket \$75.29. She's early in ramp but rebooking needs immediate attention.
- **Ali Guerrero:** Minimal activity — 1 client, \$38.40 revenue, 0% rebooking. **Is she on a limited schedule? Check in on her ramp plan.**

### Retail Coaching Priorities (below 17% RTS)

Stylist	RTS%	Revenue	Action
Karen Pham	2%	\$83 retail	Nail clients rarely get product pitched — coach on CND/OPI upsells
Tashina Miranda	9%	\$28 retail	Very low volume overall — check engagement
Rebecca Tope	11%	\$756 retail	High service count (139) but low attach rate — coach on recommending at checkout
Talia Tschida	11%	\$370 retail	49% upsell rate but low conversion to purchase

Stylist	RTS%	Revenue	Action
Teigan Maniatis	11%	\$108 retail	New associate — build the habit early
Drake Rosberg	13%	\$460 retail	Improving but needs consistent push
Deana Faust	14%	\$588 retail	Close to target — one more product per week gets her there

### Retail Stars (recognize these)

Stylist	RTS%	Retail Revenue	Highlight
Erin Frost	**29%**	\$2,450	Salon leader — 78 products sold, 73% upsell rate
Haley Kubala	**24%**	\$1,288	Strong across the board, 48% upsell
Chantel Quintana	**20%**	\$603	Consistent performer

## ■ CUSTOMER FEEDBACK

Outlook integration pending — customer feedback data will appear here once the outlook\_export.sh connection is established.

No appointment confirmation, review, or complaint data available yet. When connected, this section will show:

- Appointment changes/cancellations
- Bridal/event inquiries
- Reviews received
- Customer issues requiring follow-up

## ■ INVENTORY UPDATES

### ■ ORDER TODAY / REORDER ALERTS

From Slack #what-we-are-out-of (cross-referenced with inventory):

Item	Reported By	Date	Status	Action
Shades 08N	Erin Frost	Mar 6	Taylor said "getting today"	**Confirm received**
Yellow Kicker	Erin Frost	Mar 6	Taylor said "getting today"	**Confirm received**
Shades 05RB	Teigan	Feb 27	No response logged	**Check stock — reorder if still out**
Shades 07M	Drake	Feb 26	No response logged	**Check stock — reorder if still out**
Referral cards	Josiah	Feb 22	Philip said Taylor is working on them	**Update the team on status**
Hair Bandage Balm (retail)	Chelsea	Feb 12	Taylor said ordering	**Confirm received**
Medium gloves	Chelsea	Feb 12	Taylor said ordering	**Confirm received**
06NB SEQ Gloss	Chelsea	Feb 12	Taylor said ordering	**Confirm received**

Inventory items showing negative stock (data issues or oversold):

Product	Brand	Stock	Note
4 Noses Raspberry Blonde	Alcohol	-10	Phorest count off — reconcile
Coppola Sauv. Blanc	Alcohol	-1	Reconcile
Mimosa Weekday	Alcohol	-151	Heavy negative — needs Phorest adjustment
Mimosa Weekend	Alcohol	-4	Reconcile
Tiamo Prosecco Split	Alcohol	-55	Reconcile
Stoller Bubbles Split	Alcohol	0	Restock if still offering
Awaken Scalp Elixir	Surface	-4	**Top seller (22 units, \$881 revenue) — REORDER NOW**
Awaken Therapeutic Conditioner	Surface	-3	**Strong seller (18 units, \$585) — REORDER**
Awaken Therapeutic Shampoo 10oz	Surface	-3	**Strong seller (17 units, \$689) — REORDER**
Awaken Therapeutic Treatment Mini	Surface	-1	Sold 10 units — reorder
Bello Haven Narrow Edge 22"	Hair Extensions	-5	Reconcile count

### ■ WHAT'S MOVING — Top Sellers (non-Kerastase)

Product	Brand	Units Sold	Revenue	Profit	Margin
Personalized Product Charge	Active PPC	1,282	\$11,741	\$11,741	100%
Quick Blowout	Redken	27	\$761	\$333	44%
Awaken Scalp Elixir	Surface	22	\$881	\$368	42%
Color Fanatic 21 Spray	Pureology	19	\$657	\$657	100%
Awaken Therapeutic Conditioner	Surface	18	\$585	\$256	44%
Awaken Therapeutic Shampoo	Surface	17	\$689	\$295	43%
OPI Nail Polish	O.P.I.	17	\$183	\$183	100%
Hydrate Holiday Giftset	Pureology	15	\$1,095	\$548	50%
Awaken Holiday Giftset	Surface	14	\$992	\$479	48%
Acidic Color Gloss Naked Oil	Redken	13	\$518	\$518	100%

**Surface Awaken line is your star category.** Scalp Elixir, Shampoo, and Conditioner are all top movers but showing negative stock — get these reordered ASAP.

### ■ WHAT'S SITTING — PROMO IDEAS

Product	Brand	Stock	Units Sold	Suggested Action
Blowout High Gloss Rinse	Surface	5	0 recent	Bundle with blowout services
Blowout Dry Oil Spray	Surface	2	0 recent	Demo during styling
Awaken Scalp Detox	Surface	1	Low	Push with Awaken consults
Blowout Gel Mousse	Surface	0 stock	10 sold	Was a mover — restock?
Hempz Peppermint Meringue	Hempz	Low	5 sold	Seasonal — discount to clear

**Giftsets:** Remaining holiday giftsets (Pureology Hydrate, Hydrate Sheer, Surface Awaken) are still 10% off. These have strong margins (48-51%) even at discount. **Push hard to clear remaining inventory this month.**

### ■ COLOUR / PPC SNAPSHOT

Month	Revenue	Services	Expense	Profit	Coverage
Jan 2026	\$2,509	280	\$2,024	\$485	**124.0%**
Dec 2025	\$2,555	273	\$1,788	\$767	142.9%
Nov 2025	\$2,696	298	\$1,677	\$1,019	160.7%
Oct 2025	\$2,630	293	\$2,161	\$469	121.7%

**January coverage dropped to 124%.** Still profitable but trending down from Nov/Dec highs. The \$2 price increase should help — monitor March closely. At 280 services and \$2,509 revenue, avg colour charge is ~\$8.96/service.

**Year-to-date PPC expense category:** \$15,381 (30.5% of total product spend).

## ■ SALON CENTRIC ALERTS

### ■ URGENT — "Final Toast: 20% OFF Almost Everything ENDS TONIGHT"

- This promo expires TODAY. If you need to place a Salon Centric order, do it NOW to capture the 20% discount.
- You have \$80.42 in Salon Centric rewards available.
- **Cross-reference with your reorder list:** Surface Awaken Scalp Elixir, Awaken Shampoo, Awaken Conditioner, and any colour restock items would all benefit from 20% off.

**Other promo:** "\$14 shine product" — appears to be a hydration product push. Lower priority.

**Ordering cadence:** 18 invoices in 2026 folder through early March — roughly 2/week. Most recent invoices look current.

## ■ PURCHASE vs REVENUE

Metric	Value
Total Product Purchased (Salon Centric, all time in data)	\$50,449
— PPC/Colour	\$15,381 (30.5%)
— Back Bar	\$6,629 (13.1%)
— Other (Retail + Supplies)	\$28,438 (56.4%)
Feb Retail Revenue	\$13,099
Q1 Product Cost Ratio (MBO 2)	1.7% of service revenue

Product spending is well controlled relative to service revenue. The 1.7% ratio gives you significant room — but don't overbuy just because you can. Stay disciplined.

## ■ TAYLOR'S ACTION LIST

### ■ DO TODAY

- **Place Salon Centric order NOW** — 20% off ends tonight. Prioritize: Surface Awaken Scalp Elixir, Awaken Shampoo 10oz, Awaken Conditioner 6oz, Awaken Treatment Mini. Use your \$80.42 rewards.
- **Confirm Mar 6 orders received** — Shades 08N and Yellow Kicker (you said "getting today" on Mar 6). If not in, reorder.

- **Check Shades 05RB and 07M** — reported out Feb 26-27, no confirmed reorder in Slack.

## ■ THIS WEEK

- **Phorest refresh for March** — Export the March dashboard so daily goal tracking can begin. Stale data means you're flying blind on pace.
- **Reconcile alcohol inventory in Phorest** — Multiple items showing deep negative counts (Mimosa Weekday at -151, Prosecco Split at -55). These are data quality issues that skew reporting.
- **Reconcile Surface Awaken stock** — Scalp Elixir (-4), Shampoo (-3), Conditioner (-3) all negative. Confirm what's actually on shelf vs. Phorest.
- **Megan King backfill** — She's terminated as of Saturday. Review her schedule slots and redistribute or open for booking. Communicate to the team.
- **Start posting daily inventory updates to Slack** — Philip wants short summaries in #general and #what-we-are-out-of (products coming in, out of stock, excess to push).
- **Referral cards** — Josiah asked Feb 22, Philip said you're handling. Update the team.

## ■ STAFF CONVERSATIONS

- **Teigan rebooking coaching** — 47% rebooking (30% for new clients) is too low. Have a direct conversation about rebooking every client before they leave the chair.
- **Ali Guerrero check-in** — Almost no activity. Confirm her schedule and ramp plan.
- **Karen Pham retail coaching** — 2% RTS on \$5,144 in services. Even one product recommendation per day changes this number.
- **Recognize Erin Frost** — 29% RTS, \$2,450 retail. She's setting the standard.
- **Bello Haven certificates** — Haley asked Mar 2, no answer yet. Follow up and distribute.

## ■ MBO ACTIONS

- **MBO 1 is lost for Q1** (Feb missed by \$0.51). Focus energy on protecting **MBO 2** (\$250) and **MBO 3** (\$250). For MBO 2, you have \$14.8K of purchasing headroom — stay under. For MBO 3, keep salon rebooking above 75% — coach the low performers (Teigan, Breanna, Deana, Ali).
- **Push alcohol sales** — \$0.54/guest vs \$0.75 goal. The new Bloom & Bubbly Mimosas are in — mention them at the chair. Every stylist should be offering a drink.
- **Push the March Mask Promo** — \$15 add-on, Chronologiste only (from back, with scoop). Becca already sold 2. Get the whole team pitching it.

## ■ PENDING / FOLLOW-UP

- **Confirm internet outage client charges collected** — Corona Oley and Isabel Esquibel from Mar 1 outage.
- **Cash discrepancy from Feb 28** — Till was \$125 over. Was this resolved?
- **Acidic Growth Full line delivery** — Ordered per your Feb 27 post. Confirm arrival.
- **Outlook integration** — Customer feedback section is blank until outlook\_export.sh is connected. Flag to Philip if you need this prioritized.

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Reply to this email with updates, completed actions, or questions — your notes will appear in tomorrow's briefing.