

Salon Manager Briefing

Monday, 2026-03-16 | Prepared for Taylor Hess

I now have enough data to compile the full briefing. Let me write it.

FOR: TAYLOR HESS | WEEK OF MARCH 16, 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	Actual	Status
January 2026	\$97,261	■■ *Target TBD — awaiting MBO targets document*
February 2026	\$80,789	■■ *Down 17% from Jan; -7.8% vs prior period*
March 2026 (MTD 3/12)	\$21,426	■ IN PROGRESS — 12 days in

March Projection: At current pace (\$1,786/day), March projects to ~\$55,350 service revenue. February's \$80,789 came in well below January. The month-over-month drop is concerning — March needs to recover to protect MBO 1.

> ■■ **DATA GAP:** The MBO Compensation Plan document (.docx) could not be read to extract specific monthly dollar targets. **Taylor — please confirm your monthly service revenue targets so we can track accurately.** Once confirmed, this scorecard will show target vs actual with precise variance.

MBO 2: Inventory Cost Control — \$250 Bonus

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

Metric	Q1 To-Date
Q1 Service Revenue (Jan + Feb + Mar MTD)	~\$199,476
10% Threshold	~\$19,948
Q1 Salon Centric Purchases	*Awaiting Q1 breakout*
Current Inventory Value (Cost)	\$30,326 (\$24,666 retail + \$5,661 professional)

Status: ■■ MONITORING — The cumulative Salon Centric expense from Jun 2025–present is \$50,449 (\$15,381 PPC + \$6,629 backbar + \$28,438 other). A Q1-only breakout of purchasing is needed to calculate the

exact ratio. **Taylor** — pull your Q1 Salon Centric order totals (Jan–Mar) so we can confirm you're under the 10% cap.

MBO 3: Client Rebooking Rate — \$250 Bonus

Salon-wide rebooking rate \geq 75% average for the quarter.

Month	Rebooking Rate	Status
January 2026	*Awaiting Jan Phorest data*	—
February 2026	77.3%	■ Above 75%
March MTD (3/12)	83.1%	■ Above 75%

Quarter Status: ■ ON TRACK — February hit 77.3% and March is trending strong at 83.1%. Keep pushing Chantel (71%), Deana (64%), Drake (55%), and Teigan (40%) — they're the ones dragging the average down.

■ DAILY FINANCIAL GOALS — MARCH 2026

■■ No `taylor_daily_goals.json` file found — building from available Phorest data.

Day 12 of ~31 operating days | ~19 days remaining *(Data through March 12; transactions exist through March 15 but dashboard not yet refreshed)*

Metric	Goal	Current (3/12)	Gap	Pace
Total Sales (Svc+Retail)	*TBD*	\$24,935	—	—
Service Sales	*TBD*	\$21,426	—	\$1,786/day avg
Retail Sales	*TBD*	\$3,509	—	\$292/day avg
Avg Ticket	\$100	**\$136.25**	+\$36.25	■ Strong
RTS%	17%	**16.4%**	-0.6%	■■ Close — push this week
Alcohol/Guest	\$0.75	*Calc needed*	—	—
PBR (Rebooking)	76%	**83.1%**	+7.1%	■ Great

Key takeaway: Average ticket (\$136.25) and rebooking (83.1%) are both strong. RTS% at 16.4% is *almost* at the 17% target — one more retail per day could flip it. This is the metric to push this week.

Projected Month-End (at current pace):

- Service: ~\$55,350
- Retail: ~\$9,063
- Total: ~\$64,413

> **ACTION NEEDED:** Taylor, please provide your monthly sales targets (or confirm the `taylor_daily_goals.json` file location) so this section can show goal vs. gap tracking.

■ SALON UPDATES

No Slack data files found (`slack_general.md` and `slack_what_we_are_out_of.md` are not yet in the working directory).

From the most recent COO report (Feb 18, 2026):

- **Retail RTS% is a salon-wide focus** — Feb closed at ~16.2% against the 17% goal. March MTD is at 16.4%. Almost there.
- **March \$10 Mask Treatment Add-On campaign** should be active now — confirm it launched and track stylist participation
- **Surface Awaken Scalp Elixir** was the recommended retail push product — check if the team is using the script
- **Valentine's giftset clearance** — any unsold sets should be broken into individual products for retail bundles
- **PPC coverage ratio declining** — dropped from 161% (Nov) to 124% (Jan). Philip flagged this for investigation. Colour expense creeping up while revenue is flat.

> **ACTION:** If Slack export files become available, this section will include real-time team posts and stock alerts.

■ STAFF UPDATES

March MTD Staff Performance (through 3/12)

Retail Stars — Recognize this week:

Stylist	RTS%	Retail \$	Notes
Alexis White	32%	\$107	Small book but incredible conversion
Drake Rosberg	26%	\$336	Massive improvement from Feb (was 5.7%!)
Jamie Theisen	25%	\$352	Consistently strong
Chelsea Badjar	24%	\$761	Highest retail dollars + solid RTS

Coaching Needed — Below 17% RTS:

Stylist	RTS%	Retail \$	Guests	Issue
Chantel Quintana	8%	\$134	14	Ongoing drag — was 7% in Jan
Deana Faust	8%	\$50	11	Improved from 0% (Feb) but still low
Stacy Salee	11%	\$199	17	#4 in service revenue, retail underweight
Kaeleigh Tran	11%	\$94	8	Lower volume week, but RTS consistently below target
Haley Kubala	12%	\$121	11	Dropped from 24% full-month Feb average — check in
Karen Pham	3%	\$31	17	Nail tech — limited retail opportunity, but \$31 on 17 guests is very low

Rebooking Risks (below 75%):

Stylist	Rebook %	Action
Teigan Maniatis	40%	Associate — expected low but needs coaching
Drake Rosberg	55%	Improved retail but rebook is concerning
Deana Faust	64%	Chronic underperformer in rebook
Chantel Quintana	71%	Close to target — minor nudge needed

Associate Progress

- **Teigan Maniatis:** March MTD — \$734 total revenue, 5 clients, \$146.80 avg ticket. RTS at 19% which is good. Rebooking at 40% is the concern — needs checkout process coaching. She's producing decent ticket sizes; needs more volume and better follow-up.
- **Ali Guerrero:** Only \$38.40 revenue (2 services, 1 client) in March. Very early ramp — monitor but don't flag yet.

Notable from February:

- **205 hours lost to sick time** across 13 stylists in February — Chantel Quintana (41 hrs) and Breanna Harte (38 hrs) were heaviest. Monitor March attendance.
- **Breanna Harte** is ramping and showing strong RTS (14% in full Feb data with \$441 retail). Keep supporting.
- **Tashina Miranda** still in 90-day ramp period — very low volume (Feb: \$354 total, 9 services).

■ CUSTOMER FEEDBACK

Outlook integration pending — No `outlook_customer_data.json` file found in the working directory. Customer feedback from `contact@yachtclubsalon.com` will appear here once the Outlook export is connected.

Average Rating (from Phorest): 5.0 across all stylists with reviews in March — no red flags.

■ INVENTORY UPDATES

■ ORDER TODAY — Critical Stockouts (Excluding Kerastase)

These products are at **0 units** with proven sales velocity:

Product	Brand	Stock	Depletion/Day	Period Revenue	Priority
Color Fanatic 21 Spray	Pureology	**0**	0.43	\$657 (19 units)	■ URGENT
ABC Hair Bandage Balm	Redken	**0**	0.37	\$184 (4u MTD)	■ URGENT
Quick Blowout	Redken	**0**	0.17	\$761 (27 units)	■ URGENT
ABC 24/7 Serum	Redken	**0**	0.20	\$492 (12 units)	■ HIGH
ABC Conditioner	Redken	**0**	0.20	\$98 (3 units)	■ HIGH
ABC Shampoo Sm	Redken	**0**	0.23	\$196 (6 units)	■ HIGH
ABC Leave-in Treatment	Redken	**0**	0.10	\$386 (12 units)	HIGH
One United Sm	Redken	**0**	0.20	\$271 (10 units)	HIGH
Awaken Therapeutic Shampoo	Surface	**0**	0.10	\$689 (17 units)	HIGH
Awaken Therapeutic Conditioner	Surface	**0**	0.10	\$585 (18 units)	HIGH
Soft Finish Hairspray	Pureology	**0**	0.10	\$301 (10 units)	HIGH
Hydrate Sheer Shampoo	Pureology	**0**	0.13	\$413 (11 units)	HIGH
Hydrate Sheer Conditioner	Pureology	**0**	0.13	\$375 (10 units)	HIGH
Mess It Up Texture Paste	Pureology	**0**	0.10	\$99 (3 units)	MEDIUM

Product	Brand	Stock	Depletion/Day	Period Revenue	Priority
Strength Cure Shampoo	Pureology	**0**	0.10	\$156 (3 units)	MEDIUM
Extreme Anti Snap	Redken	**0**	0.10	\$132 (4 units)	MEDIUM
Full Volume Mousse	Redken	**0**	0.10	\$29 (1 unit)	MEDIUM

Alcohol at zero (reorder before warm weather):

- Mimosa Weekday: 0 (was top seller at 99 units/\$594)
- 4 Noses Raspberry Blonde: 0 (22 units/\$109)
- Tiamo Prosecco Split: 0 (55 units/\$354)
- Mimosa Weekend: 0

■ WHAT'S MOVING — Top Sellers March MTD

Product	Brand	Units (MTD)	Revenue	Stock
ABC Hair Bandage Balm	Redken	4	\$184	**0** ■■
Acidic Growth Full Serum	Redken	3	\$120	1 (10 days left)
ABC 24/7 Serum	Redken	3	\$104	**0** ■■
HYDRATE SHEER SHAMPOO LITER	Pureology	2	\$186	2
Overnight Youth Serum	Kerastase	2	\$75	2 (15 days)
Color Fanatic 21 Spray	Pureology	7	\$153	**0** ■■

■ WHAT'S SITTING — Promo Ideas

Jane Iredale: \$8,681 inventory value, only 21% sell-through. This brand accounts for **28.5% of all retail inventory value**. Consider:

- Bundle JI products with spring services (facial + JI product GWP)
- Stylist incentive: bonus for every JI unit sold this month
- Target: Move 10+ JI units this week at checkout

Specific slow movers:

Product	Stock	Last Sale	Suggested Action
Jane Iredale (overall)	536 units	Ongoing slow	Bundling promo
Blowout Protective Oil	Surface	9 units sold period	Push during blowout services
Blowout Smoothing Balm	Surface	7 units period	Pair with Blowout services

■ COLOUR / PPC SNAPSHOT

Month	PPC Revenue	Colour Expense	Profit	Coverage
Nov 2025	\$2,696	\$1,677	+\$1,019	160.7%
Dec 2025	\$2,555	\$1,788	+\$767	142.9%
Jan 2026	\$2,509	\$2,024	+\$485	124.0%

■■ TREND ALERT: Coverage declining 3 months straight. Revenue flat at ~\$2,500/mo but expense climbing. February PPC revenue was \$835 in the first 12 days of March — needs monitoring. Philip flagged this for a colour usage audit.

■ SALON CENTRIC ALERTS

Recent Orders:

- Most recent invoice: March 12, 2026 (Invoice #6042722586)
- 18 invoices on file for 2026 so far — ordering cadence appears consistent (~2x/month)

Promos/Offers: No Salon Centric promo emails found in the data. **Taylor — check your email for any current flash sales or bulk discount codes before placing this week's order.**

■ PURCHASE vs REVENUE (Cumulative Jun 2025–Present)

Category	Spend	Revenue	Ratio
PPC/Colour	\$15,381	\$20,833	1.35x ■
Retail (ex-Kerastase)	\$28,438	\$76,899	2.70x ■
Back Bar	\$6,629	—	Cost center
Total	**\$50,449**	**\$97,732**	**1.94x**

■ TAYLOR'S ACTION LIST

Priority order — handle these this week:

MBO / Goals (protect your bonus)

- **Confirm MBO service revenue targets** — provide the monthly dollar amounts from your MBO plan so we can track precisely. Without targets, we can't tell if you're on pace.
- **Pull Q1 Salon Centric order totals** — needed to calculate MBO 2 (inventory cost ≤ 10% of service). Add up Jan, Feb, March invoices.
- **Push rebooking for Teigan (40%), Drake (55%), and Deana (64%)** — they're pulling down the quarterly average. One coaching conversation each.

Inventory (order this week)

- **Place Salon Centric order immediately** — Redken ABC line is virtually wiped out (Bandage Balm, 24/7 Serum, Conditioner, Shampoo, Leave-In all at 0). Pureology Color Fanatic 21 Spray is at 0 with highest depletion rate in the salon. Quick Blowout at 0.
- **Reorder Surface Awaken Shampoo + Conditioner** — both at 0, both top sellers. The Scalp Elixir push can't work if the core Awaken line isn't stocked.
- **Reorder Pureology** — Hydrate Sheer Shampoo, Conditioner, Soft Finish Hairspray, Mess It Up, Strength Cure Shampoo all at 0.
- **Reorder Alcohol** — Mimosa, 4 Noses Raspberry Blonde, Prosecco all at 0. Spring/warm weather coming.
- **DO NOT reorder Jane Iredale** beyond fast-movers — \$8,681 tied up at 21% sell-through. Focus on moving existing stock.

Staff (conversations this week)

- **Retail coaching: Stacy Salee** — #4 in service revenue (\$1,880 in 12 days) but only 11% RTS. She has the guests; she's not recommending. Direct conversation needed.

- **Retail coaching: Chantel Quintana** — 8% RTS is a recurring pattern (was 7% in Jan). Set a 2-week target.
- **Recognize Drake Rosberg** — jumped from 5.7% RTS (Feb) to 26% in March. Whatever changed, reinforce it.
- **Recognize Chelsea Badjar** — top retail dollars (\$761) and 24% RTS. Consistent leader.

Operational

- **Confirm March Mask Campaign status** — \$10 mask treatment add-on should be live. Are stylists offering it? Track take rate.
- **PPC expense audit** — Philip asked for a look at colour product usage. Check if waste or over-application is driving expense up. 15-minute visual check of colour stations.
- **Monitor sick time** — February lost 205 hours to call-outs. If March starts trending the same way, flag it early.

Data sources: Phorest Staff Performance (3/12/26), Phorest Retail/Service Dashboards (Feb close + March MTD), Inventory Alerts (3/12/26), Salon Centric Orders (2026), COO Weekly Check (2/18/26), Executive Snapshot (Feb 2026). Sales transactions available through 3/15/26. Kerastase excluded per Philip's management.

Missing data for next week's briefing: taylor_daily_goals.json, taylor_mbo_targets.csv, Slack exports (#general, #what-we-are-out-of), Outlook customer data, Salon Centric promo emails.

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

Generated by Carrera Crest Agent System · 2026-03-16