



Alex Wheeler

A. Cameron Color Salon & Spa Webster, New York

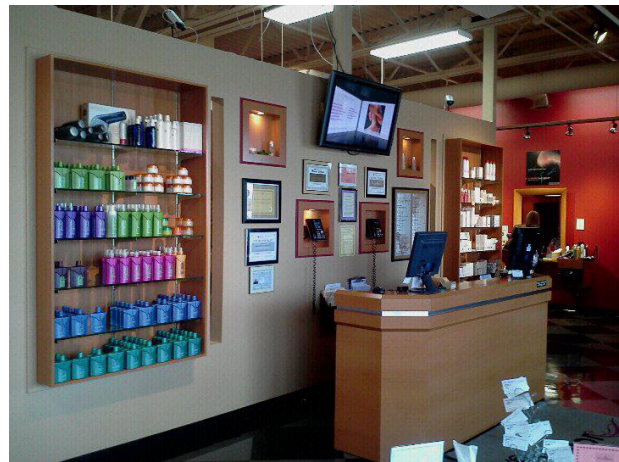
Introduction

A. Cameron Color Salon and Spa is a full-service salon and day spa. After attending the Strategies Incubator in February 2011, owner Alex Wheeler decided to institute a major culture shift for the company – one that was built upon a team-led focus on driving profitability, productivity and customer service. This led to a Team-Based Pay conversion in January 2012.



Changes between 2011 and 2012

- Following the cash flow/budget is now a way of life.
- Financials reviewed daily/weekly.
- Communication flow: One-on-one meetings, weekly follow-ups for accountability, etc.
- Scoreboards and Huddles utilized daily.
- Broadbands built and utilized as career growth plans.
- Skill Certification built and monitored to ensure consistency.
- Huge growth as leader.



CRITICAL NUMBERS	April 2011	February 2012
Pre-Book Ratio	36%	56%
Average Employee Sales Per Month	\$4,116	\$6,794
Retail % of Gross Revenue	18% (4/11-8/11)	22% (9/11-1/12); 33% (2/12 after TBP)
Average Ticket	\$50.34	\$62.42
New Client Retention	40%	46%
Existing Client Retention	76%	86%
Profitability	\$24,000 (2010); \$57,000 (2011)	42% increase in profit in 2011