



CASE STUDY



Brett Pierce

The Masters Salon

Huntsville, Alabama

Introduction

The Masters began in 1974 by Ann and Gary Bray, and is now run by their son, Brett Pierce. Since its inception, Masters had been a commission-based salon. Their claim to fame came from the many awards they won in competition styling and training. Unfortunately, their business practices did not mirror their technical prowess. As Pierce explains, “I was making all the typical financial reports mistakes. I thought I knew just what to do, but I did not.” In early 2009, Brett became involved with Strategies, and together with the help of his mother, Ann Bray, and sister, Shelby Zimmermann, he has watched his business and his leadership skills grow.

Brett Pierce on his results

“We converted to Team-Based Pay in July 2011, and we have not lost one single provider. Before the conversion, we put into place the teachings we received from Strategies. I wish that we had not procrastinated so long to convert. Perhaps I did not trust myself or it was fear of the unknown. Whatever the case, I am so much happier now.



“I have also learned the importance of a fully engaged team. Team members openly encourage each other to ‘be out of the lounge’ and help each other sweeping hair, shampooing a client, pre-booking or up-selling a service.

“I first attended an Incubator in January 2009 in Austin, Texas. Comparing our February 2009 numbers against our February 2012 numbers, I find that we have increased our service sales by 54% and our retail by 98%. So essentially, I have paid for a year’s worth of Strategies training in one month, with change left over!”

CRITICAL NUMBERS	February 2009	February 2012
Service Sales	\$41,000	\$63,000
Retail Sales	\$7,200	\$14,385
Retail % of Gross Revenue	21%	21%
Service Payroll (% of total sales)	48%	39%
Net Profit	-\$3,305.96	\$29,845.16
Average Ticket	\$73.57	\$75.87
New Client Retention	49%	56%
Existing Client Retention	83%	86%
Pre-Book Rate %	53%	76%