



HIGHLY SUCCESSFUL OWNERS: **TOP 10 TRAITS**

There's not one single trait that makes a great franchisee or business owner, it's a collection of skills and attributes that contribute to success. Here at Great Clips, we reflected on what makes our most successful franchisees great, and we came up with ten traits (in no particular order) that all our most effective franchisees embody.

▶ PEOPLE MANAGEMENT SKILLS

Even though this is the haircare industry, Great Clips truly is a people management business. Since our franchisees are not spending their days in the salons, it is critical that they learn early on how to manage their salons through their manager. Developing those relationships and communicating frequently so that the manager and franchisee are on the same page about business metrics and goals can make all the difference towards the success of the business. Great Clips provides training and resources for salon staff and managers, but it is up to the franchisee to make sure their managers are putting their training into practice and setting the standard for expectations in the salon.

▶ WILLING TO FOLLOW A SYSTEM

When joining a franchised business, there's no need to reinvent the wheel. Lucky for you, it's all been done before and you aren't treading into uncharted waters. Great Clips has a plan to help you be effective and the best thing you can do as a franchisee is to follow that plan. Franchising is known for having consistency across systems and strong brand names. Maintaining policies and procedures throughout the system is the only way to achieve that! There is, of course, room for you to leave your personal mark on the business by creating the kind of atmosphere and community you want in each of your salons. If you want to do everything independently and chart your own course, a franchised business model may not be the right fit for you. But, if you are looking for the security, resources and strength that a franchised business can offer, you've come to the right place.

▶ AGGRESSIVELY PURSUES REAL ESTATE

Franchisees that are serious about growing their business are constantly on the lookout for their next business location. We often hear of franchisees driving up and down streets, visiting strip malls and new developments looking for great locations. The commercial real estate business is very competitive, as there are many other retailers vying for the same locations. Great Clips encourages its franchisees to have their financials ready and a strong lending relationship in place so they can be ready for when real estate opportunities arise. A good franchisor should have established relationships with lending partners already in place, who can help you to be prepared.

▶ FINDS THE RIGHT PEOPLE

When we look at our most successful franchisees, there's always one common denominator: they have great salon staff. And it's not just that their staff has great hair cutting skills, but they also have great attitudes. The stylists are the face of the brand and the business, so having the right people is critical for success. Look for employees that have a willingness to learn and adapt. As some of our franchisees say, "Hire for attitude, train for excellence." Don't just hire anyone; hire a person that you think is a great fit for your organization and someone that you can connect with. And remember that recruiting is a constant in this business! Even when salons are fully staffed, our best franchisees are always on the lookout for the next great stylist or manager.

▶ VISIBLE TO STAFF

Great Clips is unique from other franchised businesses because the salons are manager run. The day-to-day operations are all run by the manager; this means that the franchisee does not have to be present in the salon at all times. But just because you don't have to be there, doesn't mean that you shouldn't. In fact, it's important that your salon staff sees you and gets the opportunity to create a relationship with you. Many of our franchisees stop in their salons to sweep hair, work the front desk, or just provide any support that they can. Sometimes, just being present and showing a commitment to the success of the business can help set a positive example to the rest of the salon.

► EMBRACES TECHNOLOGY

Technology, and more specifically, the Internet, have forever changed the way businesses will operate. Successful franchisees learn how to use technology to their advantage. While haircutting is never going to be replaced with an online service, there is still plenty of room for Great Clips to use technology to better interact with our customers in new, innovative ways. Great Clips is the industry leader with Online Check-In and Clip Notes. Great Clips franchisees know that these technologies are important and make sure their staff uses and understand the benefits of these innovations. No matter the industry, it's important to make technology work for you and not against you.

► REWARDS STAFF

It's no surprise that three of the traits listed on this document are about employees—they are the lifeblood of every company. Great Clips franchisees that are looking to motivate their staff often set attainable goals for their staff to work toward. Setting goals can help build teamwork amongst staff, create camaraderie and even bring an air of competition to the workplace. When goals are reached, it's important to celebrate—whether it's a staff party, small gifts or even a dinner—it's important to show staff that their hard work is appreciated and recognized. The Golden Rule really applies—remember to treat others the way you want to be treated, especially your staff!

► ENGAGES WITH FELLOW FRANCHISEES

One of the benefits of joining a franchised system is the support that franchisees receive, and it's not just support from the corporate office, but also from fellow franchisees. Who better to learn from than someone who has already opened salons and has experienced the process of starting a business? Great Clips franchisees are known for their willingness to share information with fellow franchisees. Great Clips isn't just a business, it's a family. The most successful franchisees in the Great Clips system are those that network with and learn from their peers.

► NEVER STOPS MARKETING

A good marketing plan is one that never ends. Successful franchisees are constantly finding ways to attract new customers; this doesn't necessarily mean spending big money. If you haven't yet, familiarize yourself with the term: "Guerrilla Marketing." This method of marketing is defined as nontraditional, low-cost or no-cost ways of marketing, promoting, advertising, publicizing, etc. Great Clips franchisees have used sign holders on street corners, banners, fliers, coupons and other low-cost tactics to market to customers. Of course, Great Clips provides our franchisees with a range of tools and a solid national advertising fund to continually raise brand awareness on a broader scope, but great franchisees are always looking for unique opportunities to drive more customers to their salon on the local level.

► MEASURE PROGRESS

A successful Great Clips salon depends on more than just a great location and solid marketing—it also depends on the kind of service people receive in the salon. When that service is excellent, customers return! How do we know they return? Great Clips provides state of the art technology to help track our customers' patterns and understand their habits. By understanding these patterns, our salons can measure their individual progress, and Great Clips can provide the solid data showing that the success of our salons can be boiled down to a few simple brand measures. Successful Great Clips franchisees understand that tracking this data, and adapting their business practices to follow these measures can mean the difference between mediocre performance and being a top performer in the system.