

About OMICS Group

OMICS Group is an amalgamation of Open Access Publications and worldwide international science conferences and events. Established in the year 2007 with the sole aim of making the information on Sciences and technology 'Open Access', OMICS Group publishes 500 online open access scholarly journals in all aspects of Science, Engineering, Management and Technology journals. OMICS Group has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centers and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. OMICS Group also organizes 500 International conferences annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

OMICS International Conferences

OMICS International is a pioneer and leading science event organizer, which publishes around 500 open access journals and conducts over 500 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.

Durocher Enterprises



HOW TO HIRE A
CHAMPIONSHIP TEAM AND
PAY BY PERFORMANCE

The Top 2 Reasons Why People Leave a Company

- ▶ Economic Opportunity
- ▶ Lack of Acknowledgement

The Interview

- ▶ Right Appearance
- ▶ Best You Will Ever See Them Look
- ▶ Body Language
- ▶ 60% of Communication is Non-Verbal

Ideal Team Member Characteristics

Positive Attitude

- ▶ In the past has there ever been a time when you weren't sure about this profession? Why and how did you overcome that thought?
- ▶ Describe a day when nothing seems to be going your way. Some people call that a bad day how do you feel about that situation?
- ▶ Describe a day when everything is going your way. How do you feel about days like that?

Continuing Education

- ▶ What does continued education mean to you?
- ▶ Past- what have you accomplished?
- ▶ What are you currently doing?
- ▶ Where is your vision and how will it happen?

Honesty and Integrity

- ▶ Describe to me a situation that may have compromised your honesty or integrity. How did you handle that situation?
- ▶ What could you do differently in the chance that a situation may be targeted at your integrity or honesty

Ideal Team Member Characteristics

Team player

- ▶ Have you ever been in a situation where more than 2 or 3 people had to work together to achieve a certain goal? What was your role in that group? How did you feel during the process? How have you felt when working with larger number of individuals?
- ▶ If you had a team how would you organize them to accomplish a specific task, where do you fit in with that team?

Great communicator

- ▶ What makes you want to listen to someone intently?
- ▶ What skills do you possess that would have individuals listen to you?

Handles conflict well

- ▶ Describe a situation in which you had to handle a conflict that was uncomfortable for you. How could that situation be turned into a positive experience?

Ideal Team Member Characteristics

Passionate about work

- ▶ What are the things about work that you have found that you like the best?
- ▶ What are the things about work that do not appeal to you?
- ▶ With the ability to change the things about work that do not appeal to you, how would you change them?

Open to change

- ▶ How do you feel when you walk into a grocery store and everything is moved around into different areas?
- ▶ How often do you change your furniture around, your closet, and your wardrobe?

Consistent work habits

- ▶ What makes your favorite restaurant, your favorite restaurant?
- ▶ To insure consistency in your work what are some steps that you feel that you have to have in place for yourself?
- ▶ Have you ever felt that your work was in a slump? How did you change what you were doing to improve your work?

The Interview

- ▶ 3 Professional References
- ▶ Would Past Employer Rehire?
- ▶ Only Reason for Leaving Job is Growth and Opportunity
- ▶ Compensation Discussed in 2nd Interview
- ▶ 2nd Interview Provides Consistency in Appearance & Communication

The Interview

- ▶ When interviewing a technician have a third interview where they supply models and perform specific services so as to their skill level, pace, and interaction with clients can be measured.
- ▶ After all interviews are complete have them read through your employee manual and a specific job description and agree to the understanding and acceptance of all terms. Have your candidate sign all specific documents and the hiring phase is complete.

Employee Manual Top 5

- ▶ Team Benefits
- ▶ Confidentiality
- ▶ Client Policy
- ▶ Product Policies
- ▶ Dress Codes

Job Descriptions

- ▶ Commitment to Scheduled Hours
- ▶ Required Education
- ▶ Specific Duties
- ▶ Cleaning & Maintenance
- ▶ Expected Behavior with Clients and Team Members
- ▶ Performance Evaluators

Job Descriptions

Career & Financial Goals

Service Sales

Retail Sales

Pre-Booking

Chemical Service

Extraordinary Client Experience

4 Keys to Success

- ▶ Retail
- ▶ Referral
- ▶ Pre-Booking
- ▶ Role-Play

Retail Sales are...

- ▶ The highest profit center for your business
- ▶ Beneficial to client retention
- ▶ Unlimited income potential

Retail Success

- ▶ Fewer Lines with Broader Selection
- ▶ Product Knowledge Classes
- ▶ Monthly Promotions
- ▶ Create a Retail Environment
- ▶ Incentives for Team

Referrals are...

- ▶ The fastest way to grow your business
- ▶ Cost effective – it costs 7 to 15 times as much time, energy, and money to obtain new clients
- ▶ Traceable

Pre-Booking...

- ▶ Generates your future in advance
- ▶ Allows you to forecast your numbers
- ▶ Puts you in control of your business not your clients

Individual Team Meetings

- ▶ Create accountability and focus
- ▶ Create a space for open communication
- ▶ Increase productivity
- ▶ Take 15 minutes a week
- ▶ Need to be consistently scheduled

Compensation Types

Why You Cant Pay Commission

- ▶ How do you think this type of structure is perceived by the average provider in our industry today?
- ▶ What barriers if any could arise with having this kind of pay structure?

ROI

- ▶ Spa Service Minimum 2-3 ROI for Service Provided
- ▶ Medical Cosmetic Aesthetic Services
Minimum 4-6 ROI for Service Provided

Compensation Types

Productivity Goal

Compensation Structure

Hourly Wage

Attached to Productivity Goals

Compensation Types

	Silver Team	Gold Team	Platinum Team	Diamond Team
Hourly Wage:	Aesthetician \$20 RN \$30 NP \$45 PA \$55	Aesthetician \$25 RN \$35 NP \$50 PA \$60	Aesthetician \$30 RN \$40 NP \$55 PA \$65	Aesthetician \$35 RN \$45 NP \$60 PA \$70
Pre-Booked %	50%	50-65%	65%-75%	75% & up
Retention	50%	60%	70%	80% & up
Series	15%	30%	40%	50% & UP
Retail	15%	17%	19%	20% & UP

Productivity Compensation

Example Weekly: from Gold Team level

Gross Service Spa Sales	Aesthetician	Hourly Paid	ROI
\$2,500	30 hrs. at \$25 = \$750		3.3

Gross Service Medical Spa Sales	Nurse Practitioner	Hourly Paid	ROI
\$10,000	30 hrs. at \$50 = \$1,500		6.6

Benefits Packages

1. Health Plan

2. Retirement Plans

Specific types of plans:

1. 401(k)
 - a. Profit-Sharing plans
 - b. Employee contribution
2. Simple IRA
 - a. No administrative costs
 - b. No complicated IRS filings
 - c. Allows employee to contribute up to \$12,500 from salary per year.

Life Insurance and Disability Plans

1. Life: Can be either group term insurance (usually 1 or 2 times salary), and/or voluntary (ee) paid permanent life insurance, paid for through payroll deductions.
2. Group Disability covers up to 60% of salary and can be paid either by (er) or by (ee). Who pays the premium affects the taxability of the benefits if received. These plans are relatively inexpensive, but can potentially be extremely valuable to the (ee)s and overall morale.

Benefits Packages

- ▶ **Vacation Time**
- ▶ **Sick Days**
- ▶ **Wellness Days**
- ▶ **Paid Education**
- ▶ **Profit Sharing**

Profit Sharing

- ▶ Total net monthly profit after expenses example: \$10,260 for one month of sales
- ▶ Team Members receive 10% total of net profits = \$1,026
- ▶ The profit is split between team members based upon hours worked
- ▶ 437 work hours are divided between three team members
 - ▶ 1 at 160 hours
 - ▶ 1 at 150 hours
 - ▶ 1 at 127 hours
- ▶ Divide total hours into the commission - example: 437 hours divided into \$1,026 = 2.35
- ▶ Multiply each team member's hours by the divided amount
- ▶ Example: 160 hours x 2.35 = \$376
 - 150 hours x 2.35 = \$352.50
 - 127 hours x 2.35 = \$298.45
 - Total \$1026.95

The “Ultimate” Package

- ▶ **Ultimate Business Building Program**
- ▶ **Includes the following:**
- ▶ Ultimate Business Building Program 12 Modules- \$5,599.00 Value.
- ▶ How to Hire a Championship Team CD, Coach Approach CD, Frontline Service Mastery CD, Secrets of Ka-Ching, Buzz in a Box CD, Success Circle CDs, M2 Marketing CD, Medical Spa Structure, Medical Spa Compensation, Powerful Protection
- ▶ **Receive Complimentary –Med Spa Business Plan CD, \$1299.00Value**
- ▶ **The “Ultimate” Package - \$5299**



Let us meet again..

We welcome you all to our future conferences of OMICS International

5th International Conference and Expo

on

Cosmetology, Trichology & Aesthetic Practices

On

April 25-27, 2016 at Dubai, UAE

<http://cosmetology-trichology.conferenceseries.com/>