



How to Build a Successful beU Beauty Business

beU *Beauty by Fran*



2

Get Inside your Client's Head

- // Am I understanding and trying to meet THEIR needs?
- // Am I delivering what I promised?
- // Am I doing things on time?
- // Am I accessible when they need to contact me?
- // Am I speaking their language?
- // Am I really listening to them?
- // Would they recommend me to others?
- // How can I better serve them?
- // What parts of my service are most important to them?



1

Create a Path to Excellence

- // Have Passion
- // Live your Business
- // Believe in What you do
- // Visualize your Success
- // Always ask yourself...
...“What can I do better?”



3

Focus on their MOMENTS OF TRUTH

The moment of truth is the instant that your Client comes into contact with any aspect of your business and forms an opinion about the quality of service and potentially the value of your product.



Never walk alone – whenever you are out working with customers, presenting a Pamper session, doing a business interview, a presentation, take a trainee with you – people will want to be involved in your business when they see how much you care about your team.

Hold regular Zoom (on Camera) Coaching sessions with your team – Why “On Camera?” Being on camera is important to interact with others., you have more impact when people can see you.

Create a Team Name - mine was “*The Frantastics*” this is a great way to bond a team together and let them know they “belong”.

Create a monthly Team Eblast – recognising the successes in your group plus adding some good coaching ideas.

Build Lifetime of Value

- // Do ordinary things extraordinarily well
- // Go beyond what is expected
- // Add value and integrity to every transaction
- // Be at your best with every customer, every time
- // Discover new ways to delight those you serve
- // Surprise yourself with how much you can do

Continue to Learn and Develop Yourself

Your business will not Grow unless you put in the Work.

How fast your Business Grows depends on how Hard you Work.

If you learn to Work Smart you won't need to Work as Hard.

However, if you Work Hard and Smart your Business will Soar!

Always remember to Have Fun and people will love being around You!



Lead a Service Revolution

- // Get excited about your revolution
- // Establish Long Term Goals with your Team
- // Create and Maintain your Team Interest
- // Be a - “Don't tell me, show me” Team Leader
- // As goes the Leader – as goes the group
- // Give Recognition, Encouragement and Approval
- // Have a sense of Personal Responsibility towards your Team
- // Take Action
- // Have High Expectations
- // Teach and Coach

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