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Software,
Milano has been
providing
comprehensive
software based
management
solutions for the
retail market, with a
focus on the beauty
industry for over 15
years. Milano has
experienced
tremendous growth
in the salon, spa and
medi spa industries
as these companies
begin to realize the
benefits associated
with a system that
integrates POS,
inventory control,
salon management
and business
management tools in
one complete
system. For more
information, visit
www.milanosoftware.com.

Olympian Goal Setting 2010



In February 2010, the eyes of the world will watch the world's best athletes compete in figure skating, speed skating, skiing, biathlon, jumping, curling, luge, bobsled, skeleton, snowboard and hockey. I, for one, will be in awe of their prowess and skill. While many of these competitors may be gifted athletically, no one can deny that their triumphs are a combination of athletic giftedness, determination and goal setting.

Sports psychologists, coaches and managers all attribute to an athlete's success, not only to their natural talent but their ability to focus and achieve their goals. I know that I will never be an Olympic athlete but the question is could I be an Olympic business manager? Could you? The answer is "Yes." Use these six strategies endorsed by industry experts and some business management software to keep you on track and we can be Olympians in our own field!

In researching goal setting, I came across six common strategies recommended by experts in psychology, goal setting and business management. These experts consistently advised:

1. Make goals as specific as possible.
2. Divide long-term goals into short-term goals with deadlines, priorities and designates
3. Set measurable goals
4. Make goals challenging but achievable
5. Evaluate your progress regularly
6. Record and share your goals

Make goals as specific as possible

One of the goals that our salon and spa clients often set is "to increase retail sales". That's a great goal; but the reality is just setting a goal doesn't make it achievable. We encourage our clients to set individual goals for each staff member and to be very clear about the goal. For example, Jolene, a stylist that currently has monthly retail sales of \$900, could have a goal of \$990 or a 10% increase. Choose business software that gives you the option of entering sales goals into each staff member's profile so that when the staff member logs

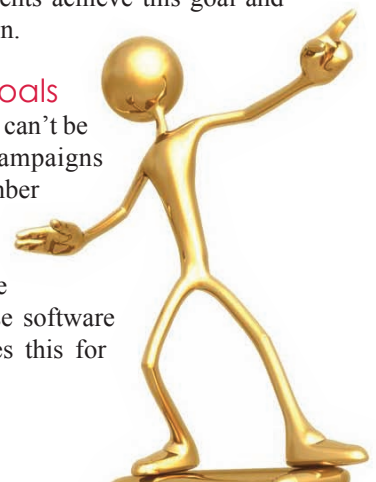
on they can see where their sales are in relation to their target.

Divide long-term goals into short-term goals with deadlines and priorities

Client retention is a huge priority for spa and salon owners. A strategic goal may be to increase client retention by 5%. One way to retain clients is to communicate monthly with them through e-communications advising them of promotions. If you choose to use this method, a date must be assigned to send out the monthly e-communication, and a designate assigned to create and send out the piece. Milano Software offers professionally created e-marketing templates to help clients achieve this goal and improve their client retention.

Set measurable goals

Goals are of no value if they can't be measured. E-marketing campaigns can be measured by the number of clients who redeem the offer, the number of clients who open the e-offer and the sales value of the offer. Use software that automatically calculates this for you.



Make goals challenging but achievable

Anyone who has tried to lose 20 lbs in one month knows the frustration of setting unachievable goals. Before goals are set; review your data; previous sales, rebooking statistics, no-shows, client retention and individual staff retail sales.

Education is crucial to developing and growing business. Many software companies offer education to help their clients maximize their software and achieve their goals. At Milano, we offer WEBinars, online education, classroom education and weekend seminars to our clients. Some of this education is conducted by our in-house specialists and some by our partners including Inspiring Champions and Spafomation.

Evaluate your progress regularly

As was mentioned earlier; select software that shows staff members their sales targets when they log on to the computer so they are always aware of their progress. Seeing themselves reach their monthly targets is very motivating! Knowing that they are only \$50 short of their goal with three days left in the month is a great incentive to reach their target!

Share your goals

At Milano Software, we have monthly “Staff Huddles” where every department gives the rest of the staff an up-date on their progress. It’s been great for our morale. Everybody loves to hear about the other department’s progress and it helps to keep us accountable to each other! Throw in a free lunch or

offer everybody bagels and an update early Saturday morning and your staff will be asking when the next “Huddle” or bagel morning is.

So will we become Olympic athletes soaring off ski jumps, rounding the luge track at 140 km/h or completing the perfect triple axle? No. But can we become world-class managers. Yes. Just focus, set goals and use a little technology. ■

