



DISCOVER
TRANSFORM
ACHIEVE

how to build & maintain a hi-profit salon business
your salon into an automated money-making machine
the life and salon business of your dreams

Million Dollar Thinking, incorporating the Million Dollar Salon facilitation program, is a salon industry specific consulting organisation.

Our dedicated team of consultants, facilitators and support staff have worked together to develop a hairdressing industry specific program of business-based principles & methodologies dedicated to dramatically increase salon profitability, salon management skills, client retention, salon automation & staff performance.

Our co-director and innovator of the Million Dollar Thinking program is Neil McCallum. Neil has nearly 30 years experience in the hairdressing industry and the Million Dollar Thinking program that he helped create has been developed, tried, tested and proven in the McCallum Group chain of hairdressing salons, and with organizations in the US.

3 decades of experience in the hairdressing industry has led Neil to develop the Million Dollar Salon concept, a strictly business-based salon management system that provides salon

specific solutions and strategies, through the facilitation of the 7 secrets of the Million Dollar Salon, that drive salons to greater profitability, enlightened management and peak performance.

Our head of salon systemization and scalabilities is the much lauded business strategist Kamil Kreiser. For 6 years Kamil headed the strategic arm of Deacons Consulting, an international business strategy firm specializing in franchising and business systemization. Kamil has 2 years hands-on experience with salon specific business and is regarded as one of the most tactical business minds in Australia today.

Integral to the Million Dollar Salon system is the proven philosophies and methodologies of the Million Dollar Thinking program, which, when implemented, will help salon owners create and maintain robust profitable salon businesses.

We are here to help salon owners create and maintain highly profitable salon businesses.

The M\$\$ Program Focuses on:

- 🔗 Salon Management and Leadership Training
- 🔗 Increasing Staff Performance
- 🔗 Creating Consistency in Your salon
- 🔗 Attracting and Retaining Clients
- 🔗 Salon Marketing that Works
- 🔗 Creating Systems & Procedures
- 🔗 How to Train & Coach Your Staff
- 🔗 How to Effectively Monitor Staff's
- 🔗 Performance to Get Results
- 🔗 How to make Your Staff Accountable the Right Way
- 🔗 Creating Salon & Staff Benchmarks,
- 🔗 Minimums & Targets
- 🔗 Staff Motivation
- 🔗 Automating Your Salon
- 🔗 How to Achieve and Maintain Consistent Growth and Increasing Profits

MILLION DOLLAR SALON PROGRAM

is setting the benchmark for the management of salon businesses through the application of a holistic set of tools and methodologies which including salon leadership, marketing, staff management, client attraction and retention and the systems and processes that encapsulate the required operation. Application of the program delivers ongoing and scalable improvements to business management.

The program specifically targets those areas where growth, potential and opportunity MUST occur within a commercial salon environment.

This unique process is facilitated via a stepped series of presentation seminars and workshops designed to allow salon owners to easily and systematically discover what they need to do to create and maintain a highly profitable and systemized salon business.

Full impact and resultant benefits are obtained when the prescribed processes are implemented into the workplace, and greater impact on bottom line and salon operations will be realised as the Million Dollar Salon system is synergistically applied.

The Million Dollar Salon program is unique and exciting, and dramatically impacts all aspects of the commercial salon.

Likely outcomes of Million Dollar Salon implementation include increased staff performance, enlightened management, greater client attraction and retention, improved profitability and real sustainable growth.

The following is an overview of the practices of the Million Dollar Salon program:

The first step is to provide your salon clients with the Million Dollar Salon Questionnaire. This provides the information for customizing content specific to your clients, and gives you and them a greater understanding of their concerns, their current business position, and where opportunities may exist for growth.

This content is then delivered in a seminar setting via The Salon Doctor. This 90 minute to 3 hour (depending on the addition of a workshop break-out) presentation covers the key areas of the Million Dollar Salon system. The Salon Doctor allows salon owners to discover and identify unique and effective methodologies of salon profitability & client retention, as well as leadership & management.

This can then be followed-up by the full day Million Dollar Salon University seminar/workshop, which provides for greater detail and attention to the 7 key areas of the Million Dollar Salon system, and builds from The Salon Doctor. Million Dollar Salon University is an intense day of discovery, and provides real tools and strategies for salon owners to make positive transformations in their salon business.

Million Dollar Salon Mastery is the 3 day intensive inclusive of the complete Million Dollar Salon system. It is intense, hands-on, and everything a salon owner needs to help create a highly profitable, automated salon business is included. This is the most powerful and effective salon business workshop on the planet.

M\$\$ Salon Doctor Seminar

The Salon Doctor Seminar is an intensive learning program which, by implementing some of the Million Dollar Salon systems, motivate and educate salon owners, managers and staff to increase their own performance levels, and achieve better results for their salons.

In this seminar, participants will be armed with the emotional and practical triggers that lead to greater performance, and will be provided with real time applications, methodologies & systems which lead to dramatically increased client numbers, and will sky-rocket results.

M\$\$ University - 1 Day Seminar

By using intensive workgroup-based learning criteria, the Million Dollar Salon University communicates effective, 'same language' strategies and skills to salon owners and managers. When implemented as instructed, dramatic improvement can be realised in all key areas within a salon business, including staff performance, leadership & management, and client attraction and retention.

M\$\$ University Seminars help salons rapidly grow clientele, increase profitability and grow motivated staff by creating a no excuses-high performance culture.

M\$\$ Martery Bootcamp - 3 Day Workshop

Million Dollar Salon Mastery is the Most Intensive Workshop in the World that Gives You the Complete BluePrint to Salon Success.

The 'Boot Camp' style program is a 'Go to Whoa', fully facilitated, 3 day intensive Mastery workshop that guides you, step-by-step, on EVERY aspect that is required to create your own Million Dollar Salon. It provides you with everything you need to become Wildly Successful!

Free Phone & Email Support

All participants in the workshops and seminars will be eligible to access our phone and email support program. This is simple program whereby participants are able to receive on-on-one support on the implementation of Million Dollar Salon University into their business, based on training already completed.

This constant communicative process will assist in building momentum and providing the necessary back-up, particularly during initial implementation of the learnings of Million Dollar Salon Program.