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People



THE **VIRTUAL**
BUSINESS ACADEMY

THRIVIVAL

All the tools you need to get through this, and beyond.

While everything has changed, your need for more revenue and profit has stayed the same. The Virtual Business Academy was created to give you a plan, with all the tools and expert advice to help you emerge better, stronger and more successful. Get past the chaos and focus on the things that will get you there.

Presented by Aveda Business College powered by The Salon People

LEARN HOW TO

- Maximize Profitability
- Increase Revenues
- Attract and Retain Team Members
- Attract and Retain Guests

SUGGESTED REVIEW

Watch the Benchmarking Web Series videos at avedapurepro.com:

- 1 Sales Benchmarks
- 2 Expense Benchmarks
- 3 Profit & Loss Statement

12 Simple, Engaging, Fun Sessions Dates below, all at 1:00-3:00 EST. Recordings will be available.

September 8
Keys to Stylist Retention:
Growth Plan I
September 15
Keys to Stylist Retention:
Growth Plan II
September 22
Creating Profit

September 29
Driving Revenue
Part 1
October 6
Driving Revenue
Part 2
October 13
Revenue Generating
Social Media and Websites

October 20
New Artist Training
Busier, Faster
October 27
Financial Forecasting
November 3
Cash Planning

November 10
A Culture They Never
Want to Leave
November 17
Recap and Key Take-Aways
November 19
Atomic Habits

PRICE \$139 per month for 6 months, includes 3 participants per salon.
Also includes yearlong learning site to rewatch and review the entire class.

TO REGISTER, visit businessacademy.thesalonpeople.com/bundles/avedaflorida



THE VIRTUAL BUSINESS ACADEMY



“This education will be of tremendous value and is **IMPERATIVE FOR SALON SUCCESS** moving forward. It is truly a service to the entire network.”

CHINA WONG
Salon Spa W



“The Business Academy is an honest 3-day conversation about how to strategically structure business operations; it contains incredible take-home reference material, customizable spreadsheets and hands-on support.
THIS IS THE MOST COMPREHENSIVE ‘HOW TO’ COURSE OFFERED IN OUR INDUSTRY and provides valuable guidance on all questions big and small around how to build a smart salon company.”

HEATH SMITH
Ruiz Salon



“It’s all of the **MASTERS’ BEST PRACTICES ALL BUNDLED UP**—with access to EVERYTHING. If I had this 20 years ago, I’d be so much further ahead and more successful now.”

WADE ZYLSTRA
Lux Salon



“Even to someone with more than 20 years of salon ownership, there’s a lot of a-ha moments & “why didn’t I think of that?” The take-home materials are actionable in my day-to-day—**THE GENIUS SPREADSHEETS ALONE ARE WORTH THE PRICE OF ADMISSION.**

The power of this class is in all the experienced owners & industry leaders who put the program together in an accessible way.”

KARIE BENNETT
Atelier Studio and Atelier Salon

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