

ANN MERIN

The Ideal Beauty Salon



Beauty Heaven Stylists Alison and Kelsey

A FEW MONTHS AGO I ran into a friend who was an assistant at a famous and very expensive salon; one that charges hundreds of dollars for a haircut. I asked him his perception on what made this pricey business so successful hoping I could apply an identical magic formula to my own recently established salon, Beauty Heaven.

"I left that job," he said quietly. "It wasn't for me."

I didn't wish to make him uncomfortable but I wanted to know what specifically had disappointed him. "My job often involved canceling all the appointments for a stylist who didn't feel like coming in and lying about the reason. It seemed that the worse we treated the customer, the more popular we became."

I mulled this over. Would I really have to be insensitive to my customers and transform my talented, service oriented stylists into demanding divas to achieve this level of success? Our focus was on quality of work, customer service and conveniences such as online booking. If success was dependent on being thoughtless, then I was in the wrong business.

Then it occurred to me that this was not necessarily what customers wanted but, rather, what they had been trained to expect. Clients, I reasoned, had been brainwashed to believe that the harder their appointment was to book, the better the salon must be, that the more unreasonable a stylist was the more talented he or she must be. "We can change this!" I declared to no one in particular. "We must commit ourselves to demonstrating that the ideal salon is one that delivers both superior results and excellent service."

Since my epiphany, my staff and I have continued to focus on quality, service and convenience and our clients have responded with rave reviews. You may never see Beauty Heaven on one of those drama filled, reality t.v. shows where stylists shriek and clients weep, but that is not our idea of success.



Ann Merin is the owner of Beauty Heaven, a full-service salon specializing in hair color, hair cutting, Great Lengths hair extensions, eyelash extensions and makeup application.

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