



Salon IQ™ Prep Guide

WHAT TO EXPECT

Plan for about 10 minutes to complete the assessment, plus a few extra minutes to review your personalized results.

- Questions are straightforward and mainly multiple choice.
- Don't overthink the questions trust your instincts.
- If you don't know an answer, choose NOT SURE.
- No prep required but filling in the sheet below makes it faster and more accurate.
- You can always retake the assessment.

MINDSET

- Answer each question in **15 seconds** or less first instincts are usually best.
- Use **NOT SURE** rather than guessing when needed.
- Choose the answer that **best matches** your situation.

HOW THE ASSESSMENT FLOWS

1. Start the assessment and provide a few basics.
2. Answer multiple-choice questions across key salon areas.
3. Submit to view your personalized results.
4. Review the overview section and identify areas for opportunity.
5. Review the individual sections and personalized recommendations.
6. Check the next steps for your personalized action items.
7. Book a complimentary **DISCOVERY CALL** if you need help implementing them.

YOUR KEY NUMBERS AT A GLANCE

This assessment is designed to be taken without prior preparation, making this sheet completely optional. Completing it beforehand simply helps make your answers more accurate and allows you to finish more quickly. There's no need to pause and look things up. Estimates are acceptable, and leaving blanks is perfectly fine.

REVENUE

Total Annual Revenue (12 mo.)	
Total Service Revenue	
Total Retail Revenue	
Avg. Monthly Sales Revenue	
Retail as % of Service Revenue	
Avg. Ticket Per Client	
12-Month Revenue Goal	

COSTS & PAYROLL

Total Payroll as % of Revenue	
Service Payroll as % of Revenue	
Backbar / Product Cost %	
Monthly Rent to Landlord	
Monthly Debt Payments	

TEAM

Total Team Size (providers)	
Staff Turnover (last 12 mo.)	

CLIENTS

Avg. Monthly Guest Count	
Active Clients (last 12 mo.)	
Avg. Client Visits Per Year	
Rebooking Rate	
Client Retention Rate	

MARKETING & REPUTATION

Google Reviews + Star Rating	
Email List / Subscribers	

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