

NUTS & BOLTS PROGROW™ SYSTEM

All the tools you need
to build a strong business,
increase your income, and
exceed your clients expectations

The exclusive ProGrow system is the perfect complement to your technical skills training. It gives you the business skills and personal insights you need to be successful after graduation. The ProGrow system is based on five essential Foundations. Each Foundation addresses a basic skill set upon which you build your business.

Each Foundation is divided into four cornerstone modules of two hours each, totaling eight hours. Foundation cornerstone modules are spaced throughout technical training for maximum effectiveness.

Foundation 1: Embracing Change.

Students will learn the necessity for embracing change and techniques for using changes in management, staff, and the market to fuel personal and business growth.

Foundation 2: How to Build Your Business.

Students will learn the importance of driving their business from the front desk using 7 daily habits essential to analyzing client profiles and growing a business with no new clients.

Foundation 3: Retailing.

Students will learn that successful retailing is a component of valued customer service not pushy selling. Students will learn why and how they should sell to meet customer needs and increase customer satisfaction.

Foundation 4: Customer Service.

Students will learn how to identify their best clients and create an essential customer experience as a catalyst for customer loyalty and client referrals.

Foundation 5: Managing and Delegating.

Students will learn “Big Picture” thinking and techniques for running their business as a big business by garnering resources through proper delegation and management.

NUTS & BOLTS PROGROW SYSTEM BENEFITS

When integrated with technical skills training, the Nuts & Bolts ProGrow system creates a unique education experience that is designed to help you succeed after graduation. You will see immediate results after you complete the ProGrow system training, and begin your career.

Here are just a few of the ProGrow system benefits:

- Helps you build your business faster
- Helps you earn more
- Improves your self-confidence and success rate
- Gives you a competitive advantage in the job market
- Gives you a faster track to management

ABOUT NUTS & BOLTS

Co-founders Robert Hall and Jim Yates see a big divide in the industry, those who are running a business and those who are playing at it. In other words, "there has never been a better opportunity for spa and salon owners and service providers to establish themselves as serious business people." In the last two years the Spa business has doubled, from \$5 billion to \$10.7 billion a year gross sales...now that's exciting and full of opportunity.

Robert Hall

Has spent the last 20 years marketing to and educating salon professionals. A former salon owner and chain salon trainer, his roots and passions are with the hairdresser. As President of a successful professional salon hair product company, with over 100 employees and distributors in 20 countries, he was able to create products and programs to help salon owners and stylists build their business.

Jim Yates

Is an author, lecturer and expert in change management. Jim is on the cutting edge of salon business development practices and as such is considered by many salon and spa owners as a key factor in their business's success. As a former salon chain and prestigious school owner he is a committed educator, who has recently devoted his time to the growing day-spa business as Director of Education with the world's largest spa operations company.

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