



HAFEZI COLLECTIVE

SALES TRAINING

Hafezi Collective is the product of the *passion* of its Founder and CEO, Arsalan Hafezi. With nearly 30 years in the beauty industry, he and his wife, Arezo, created Modern Salon & Spa – a salon of unparalleled elegance with five locations in the Charlotte area and over 170 employees.

But this doesn't tell the whole story... Not even close.

A survivor of both the Iranian Revolution and the Iran-Iraq war, Arsalan immigrated to the United States in 1983 and initially spent time working as a waiter, and a cashier until he built what would become Modern Salon & Spa from a two-chair business to what it is today.



**PROVACATIVE
PROPOSITION**

Largely because of his history, Arsalan started Hafezi Collective because he feels compelled to help mid-size salons develop themselves into businesses that are not only ***profitable for the long term***, but also that embody a salon and spa experience that ***captivate its clientele***.

What does this look like?

Well, his dream for Hafezi Collective partner salons is a version of the dream he had for their own salons - a dream that provides a ***client-focused experience with extreme attention to detail after fabulous detail***.



**PROVACATIVE
PROPOSITION**



When you enter an HC partner salon, you receive a *warm greeting* from an employee who's genuinely interested in seeing you and who considers you a member of the family. You immediately notice, too, that the other clients who are receiving various services are truly enjoying themselves:



One reading an issue of Architecture Digest that was given to him by his stylist whose care for him extended to his reading preferences



Another sipping herbal tea while she waits for her color to process



Another chatting up a storm with her stylist as they laugh together about something that happened at the client's daughter's preschool



And still another, so relaxed as she receives a scalp massage while being shampooed, that her stylist has to gently touch her scalp to remind her it's time to move to her station for her haircut

PROVACATIVE PROPOSITION





And not only is an HC partner salon a place where ***you'll enjoy yourself*** because of the treatment you receive, but also because of the space itself.

As you look around, you notice how *clean, well-designed, and comfortable* it all is.

It also smells wonderful – a place where just being there makes you ***feel relaxed*** and able to unwind from the stress of life.



PROVACATIVE PROPOSITION



Once you're ready to be served by your stylist, you have the thought that this is exactly what's happening –

you're being served, attended to, cared for.

Your professional and warm stylist listens carefully to you to ascertain not simply what you think you need in order to look and feel confident and beautiful, but who listens so well that she is able to educate you on what you really need and what would really lead to *greater confidence and beauty*.

As she finishes her work, she recommends Organic Pure Care products, *but not as a sales person, but as an **educator***, following up on the thoughtful advice she's given you throughout your experience by teaching you how to continue at home what she's begun in the salon.

As you're about to walk out the door, the receptionist doesn't simply hand you your products over the countertop, offering a perfunctory goodbye, but comes out from behind her workstation to hand you your items and hold the door open for you as she sees you out.

PROVACATIVE PROPOSITION

This is Hafezi Collective's dream for all its partner salons: for mid-size salons to become centers of elegance that will leave their clientele excited to return to experience again the equivalent of a lavish vacation.

And what Hafezi Collective knows better than anyone is how to transform the cultures of smaller salons into ***oases of elegance***.

Why? Because Arsalan Hafezi and through him, his team of educators and account executives, have *"been there, and done that"* for thirty years.

While Hafezi Collective is a distribution company that seeks to provide its clients with beauty products of the highest quality, this almost goes without saying.

How else can a salon become an oasis of elegance unless every detail conforms to the highest standard, not least the kinds of products it offers its customers?

PROVACATIVE PROPOSITION



So even though we distribute top-of-the-line products and that, more importantly, embody HC's ethos – from product development to packaging to final distribution – ***Hafezi Collective is so much more.*** In fact, it's not even primarily a distribution company. Instead, it's an *education company* that happens to distribute fabulous products, not a distributor who happens to provide education.

And this is not just semantics. **This is reality.**

As Arsalan Hafezi is fond of saying,
“Our world is beauty and our passion is education.”



PROVACATIVE PROPOSITION

VISION

LEAVING A LEGACY OF ELEGANCE... ONE SALON AT A TIME.



VALUES

An organization's values capture its identity. They describe who we are and what makes us tick, and therefore, are the controlling influence over everything we do.

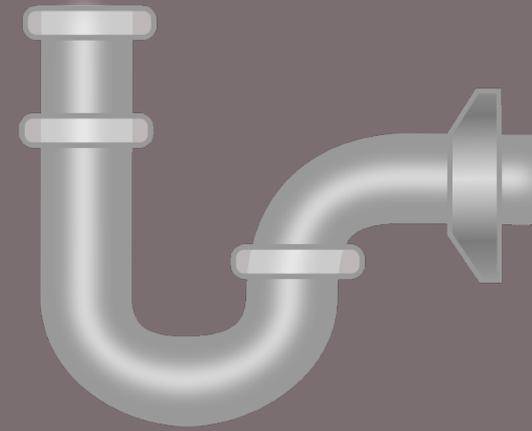


CONTRIBUTION

Having a successful business is not an end in itself. It's meant to serve a higher end; namely, sharing that success with others. Think of the difference between a *cup* and a *conduit*. A cup holds liquid that stays inside that cup until something causes it to come out.

A conduit, on the other hand, can't hold liquid at all. The only thing it can do is direct the liquid to a specific destination. To say ***we value contribution*** is to say that we see ourselves as a conduit – a channel aimed at small business owners to deliver to them the insight that thirty years in the beauty industry has given to us.

And since the beauty industry has been so good to us, it would be easy to receive that goodness merely to “fill up our own cup.” But that's not who we are.



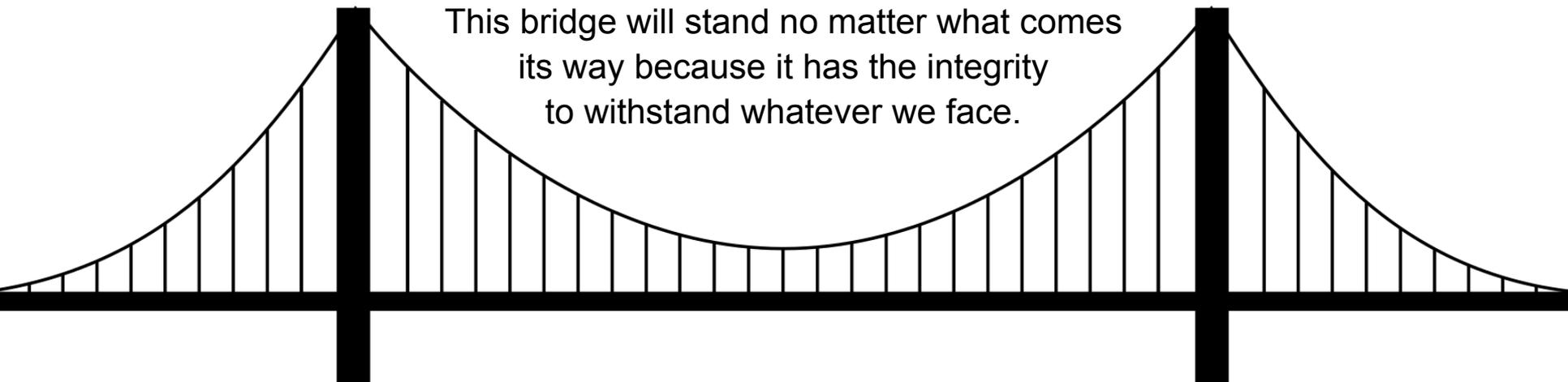
We're not a cup;
we're a conduit
meant to return
that goodness
with gratitude to
the industry that
has made such a
difference in
our lives.



VALUES

INTEGRITY

Our cultural moment has made us very cynical about the idea of integrity, particularly when it comes to our leaders, whether it's business, politics, or otherwise. Sometimes it seems as if the whole idea of integrity is entirely a myth, or at least, so elusive as to be practically impossible to attain. *Not so for us.* We have not given up on integrity; in fact, next to "Contribution," ***it's the value we treasure most***, and the value that has the largest impact on who we are and what we do. But what does it mean to us? Consider a bridge. When civil engineers design a bridge properly, we say that their design has structural integrity, which means it has the constitution to stand up under the the weight necessary to make it a safe, effective, and properly functioning bridge. Our integrity is much the same. ***It's about doing things the right way***, following through on our commitments, and treating others with fairness and respect even if adversely affects our bottom line.



This is what constitutes us as a company.
This bridge will stand no matter what comes
its way because it has the integrity
to withstand whatever we face.



VALUES

EXCELLENCE

Excellence is not simply a word meant to convey the idea that we're committed to products, services, businesses, and salon professionals of only the highest quality. If that were the case, we would be saying nothing unique about ourselves, nothing different from what many other companies would say. For us, excellence implies an extreme attention to detail and a relentless pursuit of the ideals of elegance from the perspective of the client. And we're able to achieve this because of our ability to put ourselves in the shoes of the salon owner in a way that is unmatched in the industry, enabling us to lead the way to excellence through excellence.

FAMILY

To be an employee of Hafezi Collective and to be a Hafezi Collective Partner Salon is to be part of a family. Kindness, care, warmth, empathy, genuine concern, support – this is family. The business world can be an extremely difficult and often unforgiving place, and because of this, we can think that the only way to shield ourselves from the harshness is to become remote, cold, distant and impersonal. But we at Hafezi Collective believe nothing can be further from the truth. We reject the idea that “It’s not personal; it’s business.”

***Every business is made up first and foremost of people,
people who deserve to be part of a family. It's business and it's personal.***

VALUES





KNOWLEDGE

Arsalan Hafezi is fond of saying, “**Knowledge is not power; knowledge is potential power – power that’s released only when it’s put into practice.**” This is a crucial distinction to make in order to understand who we are as a company. We have no interest in training, coaching and mentoring that merely delivers information to the mind of the salon owners we serve. Instead, what we’re after is providing an educational experience to our customers that truly equips them to perform the actual, practical work their businesses need to thrive.

VALUES



GROWTH & DEVELOPMENT

One of the things that excites us most about the opportunity we have with our partner salons is the privilege to help them achieve the dreams they have for their businesses. We want to see them grow and develop to the point where they realize their full potential. One of the many benefits ***our thirty years of experience*** in the beauty industry has given us is that ***we can see the potential that others don't have the eyes to see.***

And to be able to communicate that to salon owners and to witness them truly believe it for themselves may be the single most rewarding thing about the work we do.

There may be nothing more thrilling than to see a partner salon grow and develop into something greater than it ever thought it could be.

VALUES



MISSION

HAFEZI COLLECTIVE'S MISSION IS TO EQUIP SALON OWNERS
TO TRANSFORM THE CULTURES OF THEIR SALONS THROUGH
**EDUCATION, PRODUCTS, MENTORING,
TOOLS AND SUNDRIES**
AND TO DEVELOP THEM AS LEADERS OF
CONSISTENTLY PROFITABLE BUSINESSES.



DAY 2



HEC



SALES TRAINING



STEP 1

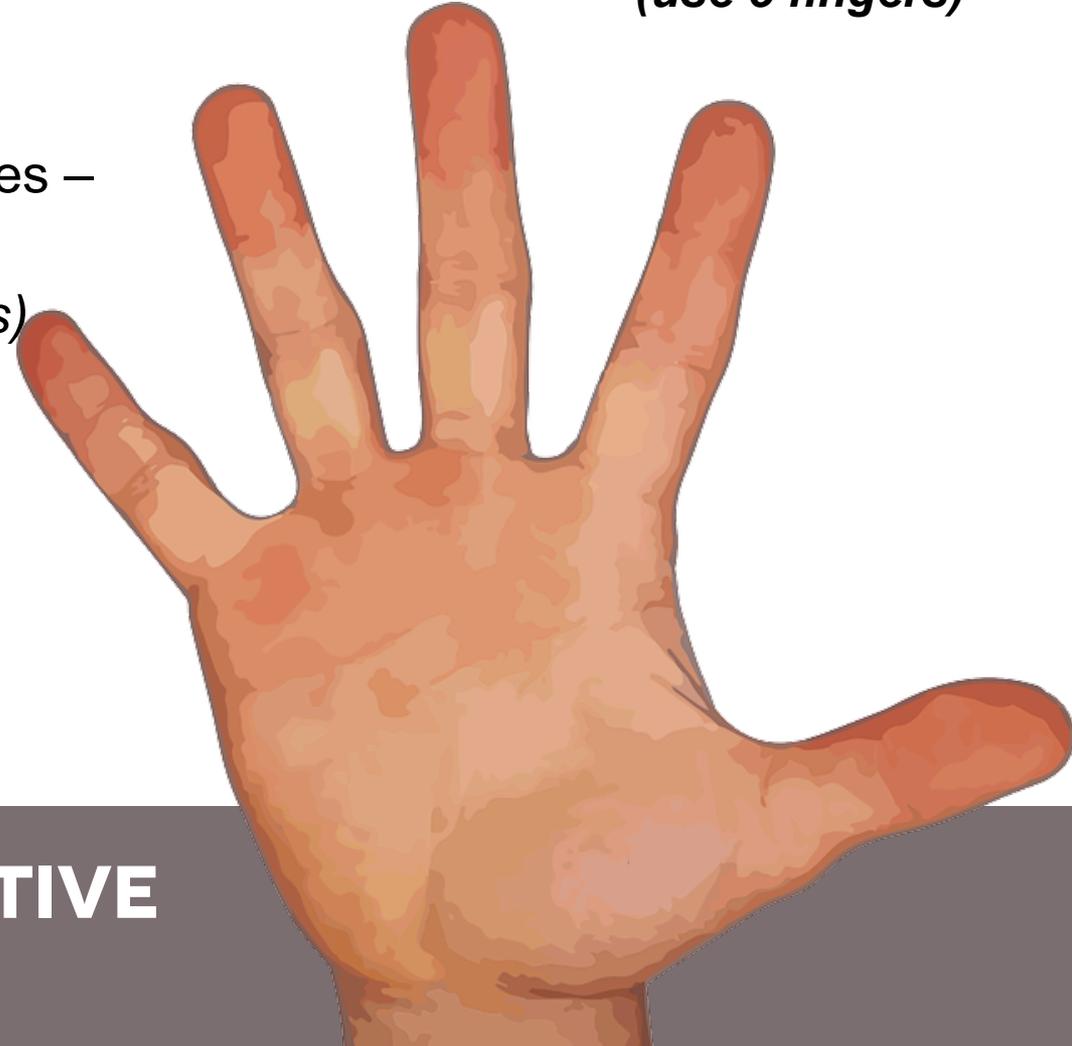


PROSPECTING

Hi, I am Bobby with Hafezi Collective.

What our organization does,
is help salons owners to have
consistently profitable businesses –
We do that through **5 vehicles:**
Education (technical & business)
Product distribution,
Mentoring,
Equipment,
and Sundries.

(use 5 fingers)



**HAFEZI COLLECTIVE
SALES MODEL**

STEP 2



SALON NEEDS ANALYSIS

Before you leave you have to set up **TWO MEETINGS.**

1. Product Demo with the salon (while they are seeing guests),
2. Followed by a meeting with the owner to present the proposal
(make sure the decision maker is involved).

SALON NEEDS ANALYSIS	EDUCATION
	HOW MANY STYLISTS DO YOU HAVE?
	COMMISSION OR BOOTH RENTAL?
	HOW MUCH GROWTH WOULD YOU LIKE TO SEE OVER THE NEXT 3 – 5 YEARS?
	WHAT KIND(S) OF EDUCATION DO YOU OFFER YOUR STYLISTS?
	WHAT KIND OF TECHNICAL EDUCATION DO YOU OFFER?
	HOW DO YOUR STYLISTS OBTAIN CEUS?
	DO YOU CURRENTLY HAVE ANY IN-SALON EDUCATORS?
	DO ANY OF YOUR STYLISTS DESIRE TO BE EDUCATORS?
	PRODUCTS
WHAT PRODUCTS DO YOU CURRENTLY USE? (RETAIL AND PROFESSIONAL)	
WHAT DO YOU SELL THE MOST OF?	
ON A SCALE OF 1-10 WHAT IS YOUR LEVEL OF SATISFACTION WITH YOUR PRODUCTS? WHY?	
WHAT DO YOU LOVE ABOUT YOUR CURRENT PRODUCTS? WHAT DO YOU DISLIKE?	
WHAT DO YOU LIKE AND DISLIKE ABOUT YOUR CURRENT DISTRIBUTOR?	
WHAT BENEFIT(S) DO THEY PROVIDE ?	
	

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WHAT BENEFIT(S) DO THEY PROVIDE ?	
	

STEP 3



PRODUCT DEMO

Spend the day with a salon to help them decide they will carry the line. Go into the salon and spend half the day or the full day. Do not stay a few hours because then it gives the owners a sense you are in a rush and stylists need to have

more than one client to use the product on. Ask the owner the busiest day of the week at the salon.

Bring one of every product for the stylist to use.

Set up each shampoo/conditioner and styling products for the stylist to use.

Set aside the avocado oil and blends to give all the clients hand massages.

Bring something food related to the salon.

Bring breakfast if arriving when the salon is opening or if you arrive in the afternoon, bring something like cupcakes.

Also bring something for the clients such as cupcakes for them to put at the desk.

During the day, give the clients hand massages, talk to each stylist about what products to use with their guests, and spend time in the salons break room getting to know the staff.

You learn a lot of information about the salons when spending time in the break room. Most of the time the guard comes down from the stylists and it helps learn where they need the most support.

Sweep and assist anyway you can.

Spend time when the salon is slow with the front desk staff.

Act as though you are an employee of the salon for the day.

When the day is finished either have a meeting with the salon owner already scheduled or schedule one.



**HAFEZI COLLECTIVE
SALES MODEL**

STEP 4



PROPSAL

WRITE PROPOSAL

1st Paragraph:

Findings from the SNA

2nd Paragraph Intent:

Goal for the Salon -

Where you want to go?

3rd Paragraph Intent:

Our Pathway to get there -
Education, Products, etc...

PRESENT PROPOSAL

Confirm the accuracy of the assessment



STEP 5



CLOSE

What are you trying to accomplish?

✓ CLOSE

Leave with a **CHECK**
deposit of opening order to schedule
OPC Product Knowledge Class.

