



# NEXUS REVOLUTION

setting salon standards

## NEXUS BENCHMARKING 2008 EDITION

Vital Business Number	Benchmark HAIRDRESSING	Benchmark BEAUTY & SPAS	The Nexus Product you need to reach these figures...
Number of clients per team member per day	6 minimum	6 minimum	Essential & Special Marketing Letters
Number of clients per fulltime team member per week	30 minimum	30 minimum	Secret Shopper Form
Number of services per team member per day	8 minimum	8 minimum	Client Satisfaction Pack Secret Shopper Form
Number of services per team member per week	40 minimum	40 minimum	Client Satisfaction Pack Secret Shopper Form
Team member service sales per hour	\$70 - \$80 minimum	\$75 - \$85 minimum	Client Satisfaction Pack
Employee wages vs their total salon income	3 - 3.5 times their gross wage inc. Super & work cover etc	3 - 3.5 times their gross wage inc. Super & work cover etc	Budgeting & Forecasting Position Descriptions
Fulltime senior employee service income per week	\$2100 - \$2300 minimum	\$2200 - \$2500 minimum	Policy & Procedures Position Descriptions
Fulltime senior employee product income per week	\$250 minimum 15% service total	\$550 minimum 25%-30% service total	Policy & Procedures Position Descriptions
Average client spend	\$10 - \$15 over the price of your top selling service	\$30 - \$40 over the average price of your top 5 selling services (excluding courses)	Policy & Procedures Client Satisfaction Pack Team Management Pack
Rebooking percentage	65% minimum	65% minimum	Client Satisfaction Pack
New clients per week for the entire salon	minimum 30% - 35% of total client visit	minimum 30% - 35% of total client visit	Special Occasion Marketing Letters
New client referrals from existing clients per week for the entire salon	50% minimum	50% minimum	Essential marketing Letters
New Client First Visit Retention	50%	50%	Client Satisfaction Pack & OHS module
Client Retention Overall (Quarter)	75% minimum	75% minimum	Client Satisfaction Pack
Client Retention Overall (Year)	65% minimum	65% minimum	Client Satisfaction Pack
Client Retention (To the same team member)	65% minimum	65% minimum	Client Satisfaction Pack
Client Sharing (To another team member)	30% - 40% minimum	30%-40% minimum	Client Satisfaction Pack Position Descriptions
Client Loss (Non returning)	20% max	20% max	Client Satisfaction Pack
Client Card Accuracy	90% - 95% minimum	90% - 95% minimum	Client Satisfaction Pack
Percentage of Sales Growth Above Last Years Figures	15%-20% minimum	15%-20% minimum	Business Health Check
Total Cost of Goods inc professional & retail products vs Total Sales	15%	15%	Budgeting & Forecasting
Wages (inc owner) vs Total Sales	40%	40%	Budgeting & Forecasting
Operational vs Total Sales	15%	15%	Budgeting & Forecasting
Rent vs Total Sales	10%	10%	Budgeting & Forecasting
Marketing vs Total Sales	5%	5%	Budgeting & Forecasting
Profit vs Total Sales	15%	15%	Budgeting & Forecasting
Mark Up on Retail Products	80% - 100%	40% - 60%	Budgeting & Forecasting
Services Pricing Vs Hourly Wage	4	4	Service Pricing Calculator
Services Pricing Gross Margin	66%	66%	Service Pricing Calculator
Team Member Productivity vs Scheduled Hours	80%	80%	Team Management Pack

These benchmarks are averages and KPI's set by NEXUS REVOLUTION for Australia and NZ based on basic business principles and salon industry experience. Depending on your salon location and structure these figures may vary.