



SALES GROWTH PLAYBOOK

A Guide to Growing Sales with Clarity and Simplicity

HOW TO DRIVE CONSISTENT, SUSTAINABLE GROWTH IN YOUR SALON BUSINESS

Growing sales doesn't have to mean working longer hours or offering steep discounts. In fact, the most successful salon owners and leaders know that sustainable growth comes from focus, systems, and a team that understands the numbers. This playbook shares five simple, powerful strategies you can implement right away to increase sales without adding chaos to your business.





1.

Track What Matters

What gets measured gets improved. One of the biggest missed opportunities in the beauty industry is not consistently tracking numbers—not just at the salon level, but also for each team member.

KEY STRATEGIES:



Track weekly, not just monthly.

Frequent tracking builds momentum and allows for quicker adjustments.



Use visual tools.

Whether it's a whiteboard or a digital dashboard, make sure your numbers are visible.



Track the right KPIs.

Focus on guest count, average ticket, retail per guest, and pre-booking rate. Keep it simple and consistent.

Why it works:

Tracking demystifies performance and empowers your team. When everyone knows the score, they're more likely to stay engaged and take action.



2.

Set Meaningful Targets

Goals are great—but only if they actually motivate action. When goals feel arbitrary or unrealistic, they're ignored. Make your revenue goals personal, attainable, and team-driven.

KEY STRATEGIES:



Start with a why.

Tie financial goals to something that matters to your team—bonuses, education, time off.



Set individual and team targets.

Everyone should know their number and how it contributes to the bigger picture.



Break goals down.

Daily and weekly micro-goals make big targets feel manageable.

BREAKING DOWN GOALS INTO ACTIONABLE STEPS



Why it works:

Meaningful targets create buy-in and accountability. When goals feel personal and achievable, your team leans in.



3. Focus on 2 Key Numbers - 2NG

At Qnity, we teach that there are only two numbers you need to grow your revenue: Average Ticket and Client Count. When multiplied together, these two numbers equal your total sales. We call this 2NG (Two Number Growth).

FORMULA: AVERAGE TICKET × CLIENT COUNT = TOTAL SALES

KEY STRATEGIES:

- ↘ **Improve the guest experience to increase average ticket.**
Think add-ons, upgrades, and personalized retail recommendations.
- ↘ **Drive guest count through referrals, reactivation, and retention.**
- ↘ **Make 2NG a focus in team meetings.**
Help your team see how these two levers impact revenue.



Why it works:

It simplifies growth. Instead of chasing a dozen metrics, you focus on the two that move the needle most.



4.

Build a Promotion Plan Around the Guest Journey

Your guests follow seasonal rhythms—so should your promotions. Instead of last-minute ideas, create a consistent promotion plan that aligns with guest behavior and key retail moments.

KEY STRATEGIES:



Use Qnity's 8 Seasons framework.

Align promotions with natural guest traffic cycles and holidays.



Rotate focus areas.

Each season can spotlight a different revenue driver: retail, add-ons, referrals, or gift cards.



Plan, prepare, promote.

Give your team the tools and time to execute well.



Why it works:

Planned promotions reduce chaos and improve results. Guests are more likely to buy when the message is timely and your team is aligned.



5. Involve Your Team in the Growth Plan

Revenue growth is a team sport. When you involve your team in the planning and give them ownership, they become more engaged and invested in the outcome.

KEY STRATEGIES:



Host regular growth huddles.

Use team meetings to review numbers, brainstorm solutions, and celebrate wins.



Share the story behind the numbers.

Connect the dots between performance and opportunity.



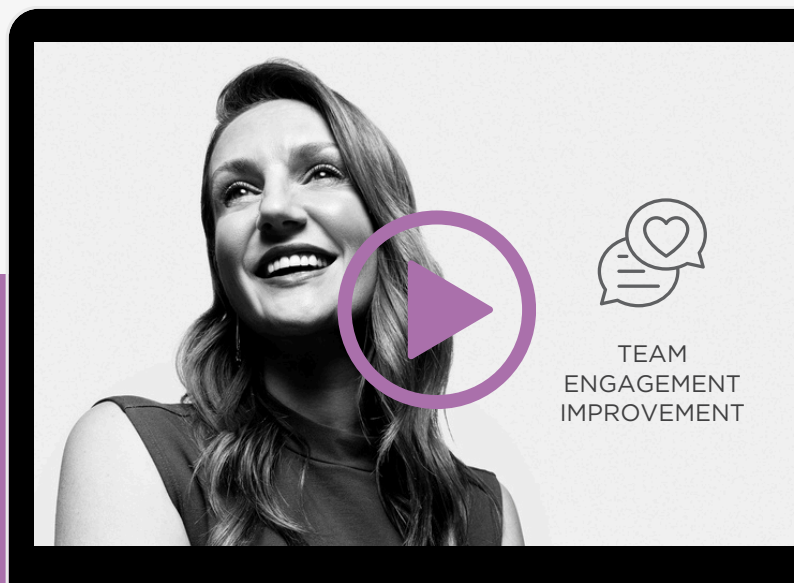
Give team members roles.

Assign ownership for tracking, promoting, and driving specific areas of the business.

Why it works:

People support what they help create. A team that feels empowered and involved will always outperform one that's simply told what to do.

Watch this episode of Monday Noon, where Laura Watkins, owner of Pure Salon Spa, joins Candice Gliatto to discuss a new approach to team **ENGAGEMENT** called "Cruise or Rise" that gave her team permission to re-engage around **GROWTH** in a meaningful way for everyone.





Revenue growth isn't about luck—it's about clarity, focus, and systems. By tracking numbers, setting meaningful targets, focusing on 2NG, planning around the guest journey, and engaging your team, you can create consistent, sustainable sales growth.

Want to dive deeper into the Qnity system?

Join one of our **workshops** or connect with a **1x1 coach** to get support tailored to your goals. Visit [Qnity.com](https://qnity.com) to learn more.

