

# JOURNEY TO COLOR PROFITABILITY

Milestones to  
Expect with Vish

*vish*

# Milestones You Can Expect to See



## FIRST 30 DAYS

- The first 30 days with Vish are focused on education and data collection. By removing all old scales and using Vish completely from day 1, Vish will be able to assess how much waste is being produced, who the most efficient stylists are, and truly understand your salon's costs.
- To get the most out of Vish, all you need to do is encourage your staff to reweigh their waste at the end of each session. By doing so, you will see an 80% reduction in waste when your clients return for their second session with Vish.
- From day 1, you will see increased revenue from services that had previously gone uncaptured. Just from capturing missed services, we have seen salons increase their revenue by 5 - 15% in the first month.
- Our biggest tip for best adoption of Vish: Use Vish 100% of the time, and encourage everyone to reweigh their bowls. Once formulas are measured to exact amounts needed, you'll see your waste and spending decrease and your profits increase.

## 30-60 DAYS

- Start to see a reduction in waste once customers start returning for their second mix with Vish. Depending on order frequency, expect to see a 5 - 15% decrease in color purchase at this point.
- Introduce extra product charges: if a stylist uses more product than the recommended amount, Vish will trigger an extra product charge on the guest's ticket.
- Our biggest tip in your second month: make sure the front desk staff are checking the Vish front desk - ensure all extra charges are being captured.

## 90 DAYS ONWARD

- After 90 days, salons will start to see the full benefits of Vish:
  - Inventory purchases decreasing by 25 - 40%
  - 5-15% in extra service revenue generated
  - Reduced average product cost per service
- There is enough data to analyze prices and adjust for a consistent, predictable profit margin on all services.
- Heavy-handed staff can be coached to reduce average product cost per service
- Top salons in the Vish network are dispensing less than \$4.00 of product per service (50% less than before Vish), and wasting less than \$0.30 per service.

