# Colin Shove

**Software Design**
**Newhaven Business Centre, Denton Island, Newhaven, BN9 9BA**
**United Kingdom**

View the full portfolio at http://www.thecreativefinder.com/salonadvantage

**Professional Experience and Curriculum Vitae**
I first opened a salon in 1992 in Brighton. I'd worked my way through the ranks and eventually decided to go it alone. Ten years later I'd had a measure of success, but I knew I was being held back.
It was then I decided to build Salon Advantage.

My advantage – Salon Advantage's advantage if you like – is that I've been there. By and large there isn't a situation, pressure or challenge I've not wrestled with myself. I knew then, and know now, that the majority of salons operate 4-7 staff and the boss – you – tends to be the main income generator. Because of this, time to motivate others, maintain stock, market to clients and manage the team is hard to find.

**Previous Clientele**
Please kindly get in touch for more information.

**Awards and Accolades**
Please kindly get in touch for more information.

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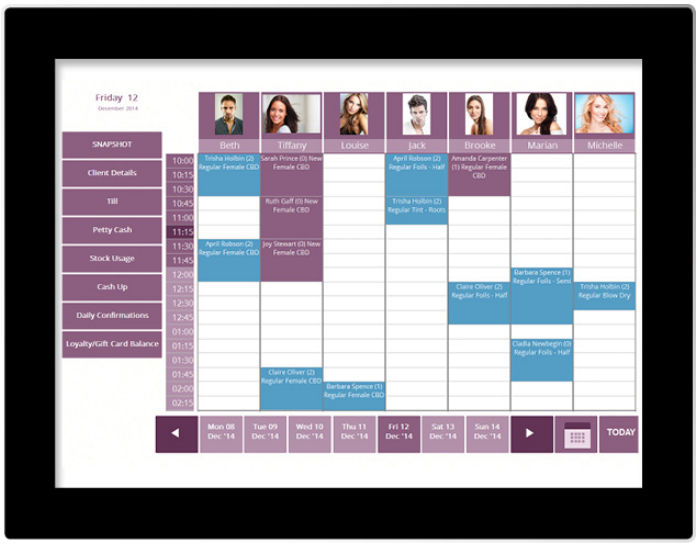
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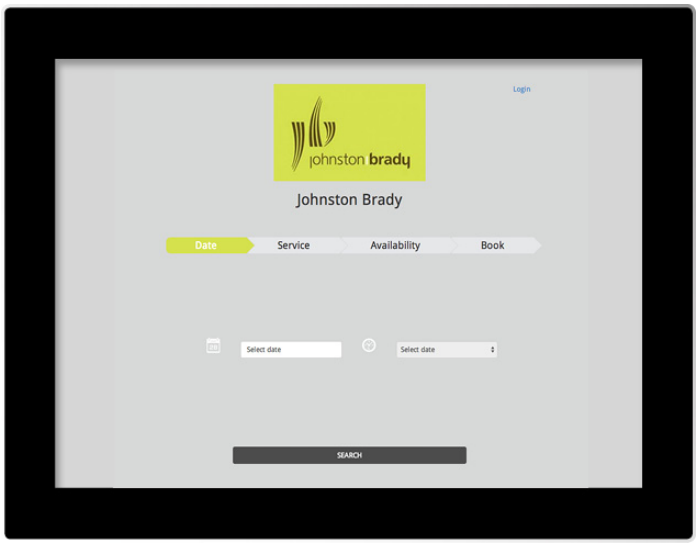


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Date From 01/10/2014
Date To 31/12/2014
Time Period 92 Days

Smart Marketing Response Report

This report shows the Campaigns Selected, the number of clients contacted and the response

| Campaign | Active | Clients Contacted | Credits Used | Clients Responded | Percentage Response | Response Value |
|---|---|---|---|---|---|---|
| Appointment Due | Yes | 222 | 230 | 16 | 7% | 639.13 |
| Advanced Birthday Wish | No | 0 | 0 | 0 | 0% | 0.00 |
| Cancelled Booking | No | 24 | 24 | 1 | 4% | 22.50 |
| Christmas Greeting | No | 0 | 0 | 0 | 0% | 0.00 |
| Christmas Bookings Campaign | No | 0 | 0 | 0 | 0% | 0.00 |
| Courtesy Message - New Service | Yes | 36 | 70 | 11 | 31% | 515.83 |
| Father's Day | No | 0 | 0 | 0 | 0% | 0.00 |
| Easter Spring Bank Holiday | No | 0 | 0 | 0 | 0% | 0.00 |
| Birthday Wish | No | 0 | 0 | 0 | 0% | 0.00 |
| January Offer | No | 0 | 0 | 0 | 0% | 0.00 |
| February Offer | No | 0 | 0 | 0 | 0% | 0.00 |
| Mother's Day | No | 0 | 0 | 0 | 0% | 0.00 |
| New Client - Courtesy | Yes | 48 | 80 | 8 | 16% | 240.00 |
| New Client Stage 1 | Yes | 38 | 39 | 8 | 27% | 210.21 |
| New Client Stage 2 | No | 0 | 0 | 0 | 0% | 0.00 |
| No Show | Yes | 34 | 35 | 3 | 9% | 94.74 |
| Nice Betamer Stage 1 | Yes | 128 | 128 | 33 | 36% | 868.72 |
| Nice Betamer Stage 2 | Yes | 158 | 270 | 10 | 9% | 370.38 |
| 2nd Visit Courtesy | No | 0 | 0 | 0 | 0% | 0.00 |
| 2nd Visit Stage 1 | No | 0 | 0 | 0 | 0% | 0.00 |
| 2nd Visit Stage 2 | No | 7 | 14 | 2 | 28% | 64.86 |
| Courtesy Message | No | 0 | 0 | 0 | 0% | 0.00 |
| Valentine's Day | No | 0 | 0 | 0 | 0% | 0.00 |
| Referral | Yes | 25 | 60 | 8 | 32% | 339.16 |
| Recommended a Friend | No | 68 | 154 | 2 | 3% | 31.66 |
| Joining Smart Loyalty Scheme | No | 0 | 0 | 0 | 0% | 0.00 |
| Smart Loyalty Rewards | No | 0 | 0 | 0 | 0% | 0.00 |
| Outstanding Smart Loyalty Balance | No | 0 | 0 | 0 | 0% | 0.00 |
| | | 772 | 1138 | 104 | 11% | 3422.80 |

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