

# 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

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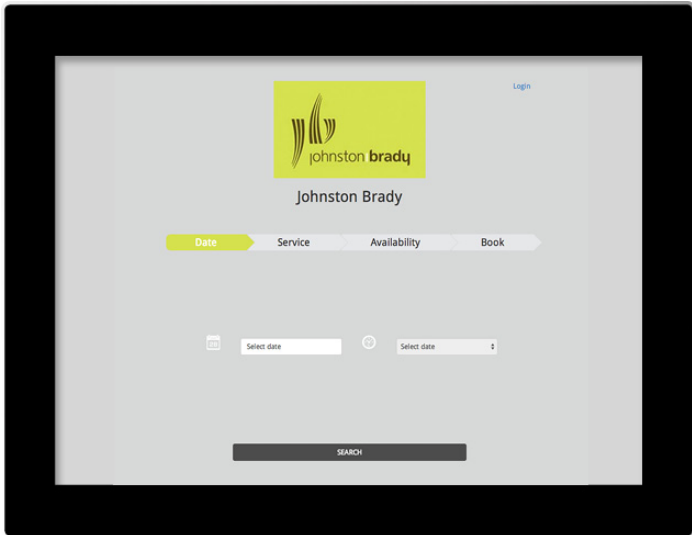
Friday 12 December 2014															
SNAPSHOT															
Client Details		Trisha Hollins (G) Regular Female CBO		Sarah Prince (G) New Female CBO				April Robinson (G) Regular Fails - Hair		Amanda Carpenter (F) Regular Female CBO					
Bill				Ruth Gull (G) New Female CBO				Trisha Hollins (G) Regular Treat - Nails							
Petty Cash															
Stock Usage		April Robinson (G) Regular Female CBO		Joy Stewart (G) New Female CBO											
Cash Up															
Daily Confirmations										Claire Oliver (G) Regular Fails - Hair		Barbara Spencer (F) Regular Fails - Semi		Trisha Hollins (G) Regular Blow Dry	
Loyalty/Gift Card Balance												Claire Hollings (G) Regular Fails - Hair			
				Claire Oliver (G) Regular Female CBO		Barbara Spencer (F) Regular Female CBO									

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Date From

01/10/2014

Date To

31/10/2014

Time Period

32 Days

Smart Marketing Response Report

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

SALON

advantage

Campaign	Active	Clients Contacted	Credits Used	Clients Responded	Percentage Response	Response Value
Appointment Due	Yes	220	220	16	7%	128.13
Advertise/Bookings Menu	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 Greeting Campaign	No	0	0	0	0%	0.00
Clothing Message - New Service	Yes	31	30	11	35%	115.83
Easter's Day	No	0	0	0	0%	0.00
Easter Spring/Book Holiday	No	0	0	0	0%	0.00
Gifts/Book Menu	No	0	0	0	0%	0.00
Holiday Offer	No	0	0	0	0%	0.00
January Offer	No	0	0	0	0%	0.00
March Offer	No	0	0	0	0%	0.00
New Client - Clothing	Yes	49	49	9	18%	248.99
New Client Stage 1	Yes	30	30	8	27%	215.13
New Client Stage 2	No	0	0	0	0%	0.00
NO Offer	Yes	34	35	3	9%	94.16
New Banner Stage 1	Yes	128	128	23	18%	962.12
New Banner Stage 2	Yes	128	128	15	12%	215.38
2nd Book Stage 1	No	0	0	0	0%	0.00
2nd Book Stage 2	No	0	0	0	0%	0.00
Clothing Message	No	0	0	0	0%	0.00
Valentine's Day	No	0	0	0	0%	0.00
Referral	Yes	26	40	8	24%	235.50
Recommended Friend	No	66	114	2	3%	21.60
Smart Loyalty Rewards 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
		755	1128	114	11%	5427.92

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