

Dear Future Salon Professionals,

What you hold in your hands is a small guide designed to help you get to know A Valeria Boss Salon (AVBS). As you begin your career, you must begin to consider what you are looking for in a salon home. Many stylists have chosen their first salon homes without having a good understanding of the things that will really matter to them once they start their career. These things include: the salon's culture, the career path the salon offers to the stylists, education expectations, marketing tools and opportunities, service menus and pricing, etc. At AVBS, however, we believe that arming yourself with knowledge is the key to making wise decisions.

Because we believe in the power of knowledge, we felt a need to offer a recruiting tool to Future Salon Professionals to help them determine if we're a right fit for their goals, values, and aspirations. This guide will also aid us in evaluating whether the stylist would be a right fit for AVBS. Your choice for your first salon home, without being hyperbolic, is likely the single-most important decision you will make early on in your career. What we offer in this packet involves both information about AVBS (who we are, what we value, and what we can offer you), as well as guidance to help you prepare for your career as you navigate the possibilities that lay ahead.

We hope you find this information useful as you begin to take the final steps of finishing your formal education and moving into your career as a professional hairdresser.

Sincerely yours,

Valeria Boss
AVBS Owner and Creative Director

What is AVBS

AVBS stands for A Valeria Boss Salon. For 20 years, we have been the premiere Paul Mitchell salon not only in southwest Missouri, but in the entire midwest. Our salon was developed around a deliberate systematic approach to performing hair services with outstanding service and self-styling education. AVBS was among the first salons to ever feature a color bar and wash house experience. AVBS was named as an homage to then Paul Mitchell Artistic Director, Robert Cromeans' own 'A Robert Cromeans Salon.' After Cromeans visited AVBS (then named The Groove), he gave his blessing for the name change.

AVBS' downtown Springfield location features:

- Two shampoo rooms including the Wash House & Lather Lounge with 16 back-wash shampoo bowls
- Over forty-five salon stations split between color chairs and cutting/styling chairs
- A 30-foot Color Bar
- Freestyle hanging blow-dryers over each station
- Men's Barbering area
- Two waxing rooms
- Eyelash extension room
- Natural light hair extension area

Who is Valeria Boss

Valeria Boss is a former educator and guest artist for Paul Mitchell. Valeria began her career in a chain salon before joining Paul Mitchell for advanced education. Shortly after, she opened her first salon, a studio suite, inside of Salon Suites in Springfield, MO. As Valeria's career advanced in Paul Mitchell, she began sharing her knowledge with her salon team in downtown Springfield, by then a 6 cutting chair / 4 color chair salon. Valeria has a love and desire to share knowledge, whether that's with another stylist or a guest in her chair.

Valeria specializes in what she refers to as salon reality, which she explains as looks that are recreatable by a stylist each time that a guest visits (as well as styling that is easily taught to the guest). Valeria is a gifted communicator, a patient teacher, and is generous with her time to those with a passion to learn.

This Is Who We Are

AVBS Mission

To provide an outstanding salon experience that is totally focused on our guests. To provide a positive environment for our guests and team. To do all the little things that others are not prepared to do.

This Is Who We We Are Working To Be

AVBS Vision

To be a salon whose brand is synonymous with high quality, modern image, and outstanding service. To raise the level of professionalism and expectations of the beauty industry. To be a salon in which hairdressers can build a career, in a team environment, with a great income, that encourages them to remain for many years. AVBS will become the most recognized and leading salon brand in our community.

This Is What We Believe In

AVBS Core Values

Our whole purpose is to provide an **Experience** and an outstanding level of **Service** that transcends just cutting or coloring hair.

We believe in having **Respect** for our guest's desires, time, money and loyalty. We are an honest company with **Integrity**.

We strive for **Excellence** in the product that we create. We want our guests to love what we do—and we believe in getting it right.

"The guest isn't always right, but they are never wrong."

People can spot something that's phony straight away.
Sincerity is the key to creating loyalty.

AVBS FAQs

Q. I've heard that you have to assist at your salon before you can take your own guests. Is that true?

A. When you begin at AVBS you can take your own guests from day one. Those are generally requests for you specifically, rather than walk-ins, until we get a feel for where your skills and service level are. When we address any gaps in skills, knowledge, dialogue, or service (which is generally quickly), we then begin offering you non-requested guests also.

Q. How does assisting work? And how long do I have to do it?

A. Our assisting program is designed to be an on-the-job training program like an internship in a hospital. You learn by doing, and by assisting experienced stylists. This prepares you to move at a faster pace, work on a variety of guests (often in challenging scenarios), improve your color formulation and placement skills, improve your dialogue and service, and most importantly, gain confidence. It is also the foundation of learning how to use an assistant when your own career is advanced enough to benefit from one—but you can't use an assistant if you've never been an assistant. How long you assist is up to you, and there is no required amount of hours to complete the program.

Essentially, it comes down to a stylist's willingness to market themselves and build their own business with their own guests. Some stylists in our salon only assisted for a couple of months before being confident enough to support themselves on their own requested guests. The key is to always communicate with the salon in regards to your "wants" and "needs."

Q. How do your levels and prices work?

A. We have 6 levels of stylists in our salon, which we call Elements. The prices for an E1 are \$36 for a haircut & \$100 is the average color price for dimensional color. Our promotions between Elements are based on a stylists' reputation, experience, and demand.

The next two Elements are as follows:

E2 Haircut \$42 / Color \$110

E3 Haircut \$48 / Color \$120

Q. How much will I be making at AVBS when I begin?

A. We offer an hourly wage that is guaranteed for every hour that you are present in the salon (something many salons still don't provide). However, when you are performing services on your own guests, you are generally earning a higher wage because you are working on commission, rather than hourly. On average, a stylist will begin by earning \$17-\$20+ per hour from commission and gratuities from their own guests as an E1 Stylist. While Co-Styling (assisting), a stylist will earn \$11.15 per hour at E1, and \$13.00 per hour at E2.

Q. How much can a stylist make at AVBS?

- A. We have several stylists that make \$30-\$40 per hour, and a few that average \$55+ per hour (these numbers are actual paycheck numbers, not just service totals). This is also based on a 28-36 hour work week. So, it can be extremely financially rewarding at AVBS. This is made possible by the systems and culture that we began implementing over twenty years ago. It isn't easy to achieve an income of \$70,000 - \$95,000 as a hairdresser, but it is possible for every single person that works as a stylist at AVBS. It requires focus, being pro-active in business building, some personal sacrifice, and a willingness to be coached.

Student Self-Survey

1. How will you build your clients? Do you have a network of people that will assist you in building your business?

- Do you have people that are waiting to come to you in the salon? Are they reliable? Will your friends and family help you market your business and send referrals to you?
- Some of our most successful stylists have had great support networks of close friends and family that consistently brought guests to their chairs. This can help tremendously in the beginning of a stylist's journey when the need to build a full client base that returns every 6-8 weeks seems like a nearly impossible task—especially when starting with little to no clientele.

2. Are you able to connect with people face-to-face and sell your business to them?

- Self-building a business as a hairdresser can be greatly enhanced by having the confidence to talk with strangers and sell them on your personality, potential, skills, and salon. Do you have this ability, or are you willing to be coached to achieve it? Some great hairdressers are very introverted or shy by nature. For those individuals, beginning in a place that has a higher ratio of walk-in guests can serve as a better option.

3. How much money do you need right now?

- Be real about your current financial situation. Do you have expenses that require you to earn a lot of money the moment you graduate cosmetology school? If so, then a salon that pays a flat and predictable wage may be a better fit for you. Another option you might consider could be a chain salon that has a high ratio of walk-in guests.
- AVBS is a salon that has incredible earning potential, and it's up to you to make the most of your schedule! However, it is important to be realistic about the amount of money you need. As a stylist starting out, it can take a while to grow your business and reach those financial goals. Even if your career path is predictable, growing your business can be a slow process. With that being said, it is important to discuss your anticipated earnings with any prospective employer.

4. What are your plans for the next year? Three years ?

- A salon owner will hire you based on the promises that you make during the interview(s). Do you have plans that will greatly alter your situation—availability, goals, financial needs? Do you have plans to move or relocate? These are the things that you need to discuss with an employer to see if this fits within their business plan.
- More often than not, employers are willing to work with you if you are up front about your short and long term goals—even if it means that you won't be spending a long time with the company. Are you ready to commit to a full-time career, or do you plan to work part-time while pursuing other interests? Either way, be honest with yourself, as well as your prospective employer(s).

So, you want to work at...

AVBS

A Valeria Boss Salon

a valeria boss salon
318. S Campbell Ave. Springfield, Mo
www.avbs.us



Our Mission Statement

To provide outstanding salon experience that is totally focused on our guests; to provide a positive environment for our guests and team; and to raise the levels of professionalism and expectations of the beauty industry.

To Get Started:

Contact us by phone at (417) 881-2666, or email hannahavbs@gmail.com

Required Qualifications

Cosmetology or Barber License

Temporary Licenses are acceptable, but candidates must be registered for their State Board Exam upon hire.

Preferred Skills

- Ability to work individually, as well as part of a team.
- Be Coachable. If you already know everything, then you don't need us.
- The ability to easily talk to potential guests and market yourself in person.
- Ability (or willingness to learn) to have a professional social media presence--particularly on Facebook and Instagram
- Have a fashionable look that is marketable to potential guests--be yourself, but look like your best self.

Tips For Success

1. Schedule a time to shadow. You must shadow a minimum of two-times before the interview process can take place.
2. Submit your application & resume, including references.
3. Check your social media, and clean up anything that may not make a good impression on Valeria, the team, and guests.



Date of Application: _____

Application for Employment

Personal Information

Name: _____
(Last) (First) (Middle Initial)

Address: _____
 (Street) (Apt) (City/State) (Zip Code)

Alternate Address: _____
(Street) (Apt) (City/State) (Zip Code)

Contact Information: () ()
(Home Phone) (Mobile Phone) (Email Address)

Employment Information

How did you hear about AVBS? _____

Position Sought: _____ Available Start Date: _____

Are you currently employed?: _____

Education

	Name and Location	Graduate/License/Degree	Major/Subjects of Study
High School			
College or University			
Specialized Training, Trade School, etc.			
Other Education			

Please list your areas of highest proficiency, special skills, or other items that may contribute to your abilities in performing the above mentioned position.
