



*it suits you*

# 3 key numbers that will skyrocket your revenue

Did we grab your attention? Good, because this is one ultimate guide you won't want to skip.

Are you ready to learn the 3 key numbers you need to know, focus on, nurture and nourish to grow your business and drive revenue? Of course you are!





**There's a simple formula  
you can use right now...  
And you don't need to  
be a numbers wizard!**

When it comes to knowing your business numbers, there are so many KPIs and figures you could be tracking, such as rebooking percentage, retail sales, and so much more.

But honestly, there are only 3 super important, must-know (like all the time) numbers that you should be focusing on that will help you skyrocket your revenue. Forget about the hundreds of figures you think you might need, and hone in on these guys for a second.

### **THE 3 WAYS TO GROW REVENUE**

There are essentially only 3 ways to grow revenue in your business:

- 1. Get more clients**
- 2. Visiting more often**
- 3. Spending more money.**

It seems straightforward, and that's because it totally is. Keep it simple when it comes to knowing your numbers day-to-day and staying on top of your success.

Your other stats and figures are important too of course, but ultimately they all feed into the bigger picture. Keep your eye on the main revenue growth goals: more clients, visiting more often, and spending more money.

### **THE 3 KPI'S YOU NEED TO TRACK**

So if these are your 3 revenue growth goals, what are the top 3 KPIs you need to keep track of to make the magic happen? It's actually surprisingly simple:

- 1. Number of clients**
- 2. Visit frequency**
- 3. Average spend**

Makes sense right? Each new client instantly translates to money in your pocket thanks to extra service and retail sales. When these clients visit more frequently, they're automatically going to spend more with you annually. And if you can upsell them and encourage them to try new services, or purchase products during their visit, then BOOM you just increased your revenue for that visit. Imagine what amazingness could happen over a whole year!

**Keep reading to find out how to track these KPIs and use them to increase your revenue!**

## THE MAGIC FORMULA

There is a very simple formula when it comes to calculating annual revenue using these 3 KPIs:

$$\text{Number of clients} \times \text{Visit frequency} \times \text{Average spend} = \text{Annual revenue}$$

## THE EVERY DAY EXAMPLE

Now that you have an idea of what the magic formula is, let's take a look at what it looks like in an every day scenario:

$$1,000 \text{ Number of clients} \times 7 \text{ Visit frequency} \times \$90 \text{ Average spend} = \$630,000 \text{ Annual revenue}$$

## EQUALS A MIND-BLOWING IMPACT

Looking at the example above, what would these key business success goals look like in annual revenue, if each one increased by 10%?

$$\begin{matrix} \uparrow 10\% & 1,100 & & \uparrow 10\% & 7.7 & & \uparrow 10\% & \$99 & & = & \$838,530 & \uparrow 33\% \\ \text{Number of clients} & \times & \text{Visit frequency} & \times & \text{Average spend} & = & \text{Annual revenue} \end{matrix}$$

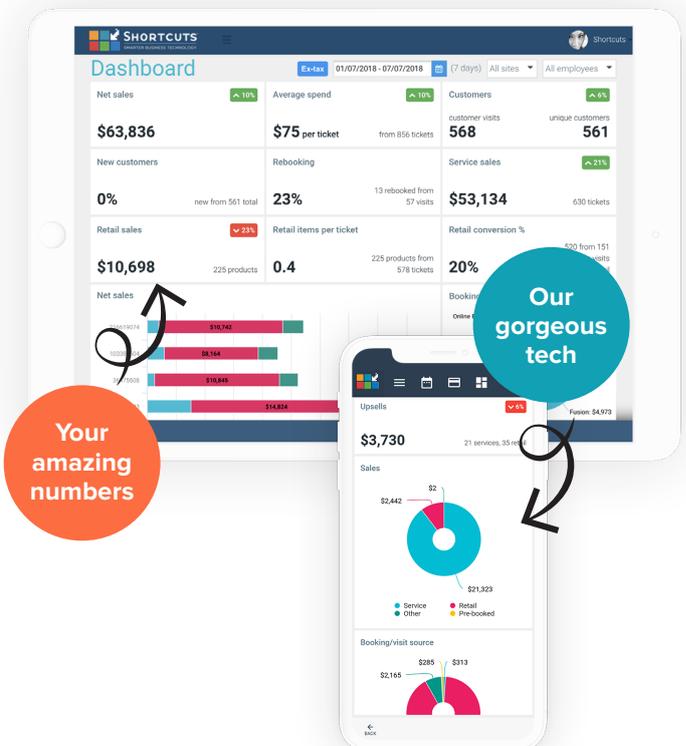
These 10% increases on each KPI represent an exponential growth of 33% in annual revenue!

It goes to show that the simplest of things that can often have the biggest influence!

We're not saying these are the only numbers that are important for you to be monitoring/tracking, but they do have the biggest impact overall.

We believe that having a data driven approach to business is key to long term success. But it's all about the tools you use along the way to help give you the data you need to make those influential decisions. Having access to up-to-the-minute reporting can do wonders for you, helping you keep on top of these must-know numbers. That's why we created gorgeous dashboards in the cloud so you can check in on your numbers from any device at any time!

Now, what can you do today to shift these key numbers in the right direction?





## How can you increase these key KPI's?

- Number of clients
- Visit frequency
- Average spend

### TOP WAYS TO INCREASE NUMBER OF CLIENTS

There are so many innovative ways you can attract new clients to your business, and one of the main places they hang out day-to-day is online. Be where they are!

Make sure you're easy to find everywhere online. This includes having a mobile responsive website, an optimized Google My Business listing, a wicked social media presence, and your very own branded salon app. (We can help you with all of these client-attracting tactics so get in touch today on 1300 667 374 to learn more!)

Another amazing way to drum up new business is to encourage and reward client referrals from your amazing guests. It's important to keep an ear out for what your current clients think of you though!

Remember, word of mouth is *SO* powerful and often their glowing recommendation can mean heaps of new guests for you. Monitor client feedback and see where you stand by tracking your Net Promotor Score (NPS). It's an industry standard client-satisfaction score!

### TOP WAYS TO INCREASE VISIT FREQUENCY

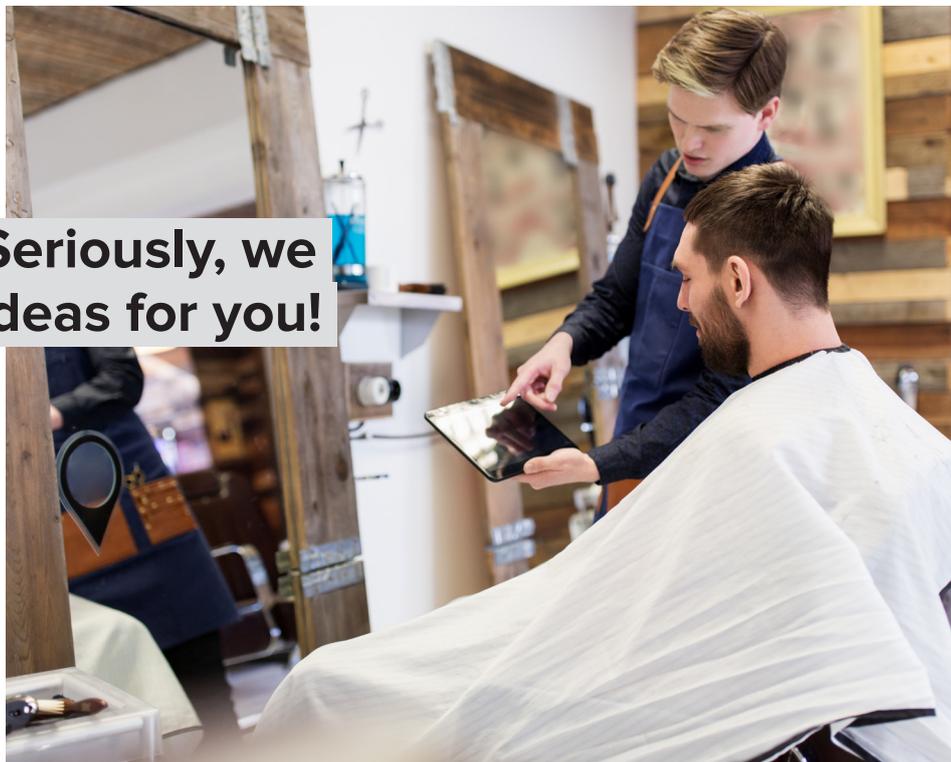
If you want to increase client visit frequency in a jiffy then you need to make it so unbelievably easy for them to make their next appointment with you! There are so many innovative ways to do this now, from an easy-to-use Online Booking to the newly launched Reserve With Google. Both online booking methods open your business up 24/7 for bookings - it's like having a star employee all the time!

Your staff should also be encouraging guests to rebook as they check-out. The shorter the time-frame, the better for your business!

If you want clients to visit more frequently, make sure you have an irresistible loyalty program in place so they feel like they're saving or gaining added value by visiting you so often.

And lastly, market to your clients. Marketing is the bread and butter to offer regular advertising & promotions. Send them timely offers via automated email and SMS that coincide with special events, such as birthdays or Mother's Day.

**And another... Seriously, we have so many ideas for you!**



## TOP WAYS TO INCREASE AVERAGE SPEND

There are so many snazzy ways to increase average client spend at their appointments. All you need is a few tech tools, and your amazing service skills.

With the Shortcuts Cloud Appointment Book, you can provide a concierge experience from your guests' side and encourage consultative selling with the Cloud Upsell feature. Within the Cloud Appointment Book, you can upsell services, products or gift cards to a clients appointment straight from your mobile device without leaving their side. When they go to checkout, the upsold items will be there, ready to be paid for.

Shortcuts' cloud features give your staff all the information they need right at their fingertips to maximize each new clients visit. They can even keep track of how they're tracking from their mobile device with our Cloud Reporting feature. Having an eye on their retail sales, service sales, and KPIs is the nudge they might need to make the most of each appointment and increase every guest's average spend.

One of the most tried and true ways to increase a client's average spend is to implement advertising and offer irresistible promotions. They won't be able to pass them by!

With Shortcuts Marketing, you can send gorgeous email campaigns from pre-designed, best-practice email templates with offers for your guests to use at their next appointment. How could they resist you?

## FIND OUT MORE

We would love to show you what else Shortcuts can do for your business. Contact us today to arrange an obligation free, no pressure demonstration.

**Call us today on 1300 667 374**