

10 Major Topics to be tackled in the EIDEAL-Santi Business Leadership Program

- 1. Effective and strategic leadership about the future direction of your business*
- 2. Setting goals and measuring financial progress through daily and monthly monitoring of business KPI's*
- 3. Increasing customer retention and loyalty*
- 4. Taking a new look at your brand, in order to stand out from the crowd and market your salon effectively*
- 5. An in depth insight on the customer's journey*
- 6. Marketing and promotion to build sales*
- 7. Salon retail, services and treatments*
- 8. Successful selection and recruitment*
- 9. Networking with other salon owners to build contacts and knowledge becoming part of an elite club of Eideal - Santi Programme members*
- 10. Transforming your salon team motivation and productivity through your ability to communicate clearly and concisely*



REWARDS

Enter the EIDEAL – Santi Business Leadership of the Year Awards, with a chance to win the top accolade of salon Business Leader in the UAE region!

Become a judge for next year's awards and share your expertise with others!