



PROFIT FIRST: Behind the Numbers

**PROFIT ISN'T A MYSTERY—IT'S A STRATEGY.
LET'S BREAK IT DOWN, ONE SMART DECISION AT A TIME.**

1

CUT COSTS, NOT QUALITY

Trim the fat—not the client experience. Discover smart ways to reduce operating costs while still delivering exceptional service.

2

COLOR USAGE = PROFIT

Impact It's not the brand—it's the behavior. Learn how your team's color habits directly affect your bottom line and how small shifts can create big savings (without compromising results).

3

RETAIL THAT PAYS OFF

Retail isn't just for Amazon anymore. Learn how to make product sales part of your profit plan—with integrity and ease.

4

TECH THAT PAYS FOR ITSELF

From booking tools to color bar management systems, we'll explore the tech that can help you reduce costs, drive revenue, and give you your time back.



**ALLYSON
HURLEY KING**
INSTRUCTOR

DATE: October 27th

TIME: 10:00am EST

LOCATION: Virtual

COST: \$125/pp or 7400 Goldwell Salon Alliance Points

TO REGISTER: Beauty360consulting.com/seminars