



# REVITALIZE YOUR BUSINESS

## THE GROWTH WORKSHOP FOR SALON OWNERS & MANAGERS

Feeling the pressure of rising costs, changing team dynamics, and slow booking weeks?

It's time to take control. In this action-packed business class, we'll cover the real-world strategies salon professionals need to increase profit, boost team performance, and grow confidently in a shifting industry.



**ALLYSON HURLEY KING**  
INSTRUCTOR

### WHAT YOU'LL LEARN:

#### REBOOKING FOR PROFIT

Want a busier book and steadier cash flow? Rebooking still wins—even in the tech age. Lock in future visits, boost frequency, and keep your chairs full without lifting your prices.

#### KNOW YOUR CULTURE

From Gen Z to Gen X, discover how to align team values, communicate effectively across generations, and build a culture that supports retention, growth, and sanity.

#### MANAGING RISING COSTS

From color bowls to backbar budgets—learn smart ways to manage expenses while keeping your service quality high and your margins healthy.

#### LEVERAGING TECHNOLOGY TO DRIVE SALES

From booking apps to automation and AI, see what tools actually move the needle—and how to implement them without overwhelming your team.

**Date:** June 1, 2026

**Day:** Monday

**Time:** 10-4PM

**Location:**

The Hampton Inn Natick  
319 Speen ST  
Natick MA -1760

**Investment:**

\$250 or  
10,000 Salon Alliance Points

**Register Now!**

