

HI!



LEGACY

PETER
FREDDIE FRENCH LONDON

MARK
MICHEL OF BRUSSELS DUBLIN

1st FLOOR
BESIDES SWITZERS

THE SERVICE BUSINESS

THE FASHION BUSINESS

DESIGNER \ SEAMSTRESS \ MERCHANT

CUSTOMER DRIVEN

74 GRAFTON ST

STILLOGAN SHOPPING MALL

DEMAND

QUALITY

INTEGRITY OF THE BRAND

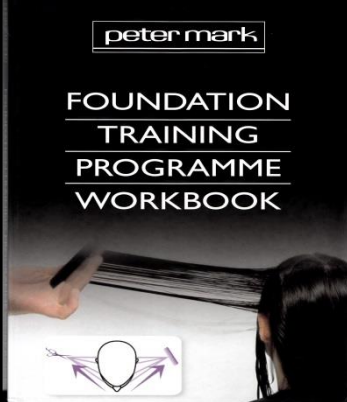
PETER MARK TRAINING CENTRE

TRAINING = GETTING THE PRODUCT RIGHT

MOVE WITH AND INSPIRE THE MARKET

EDUCATION = R & D

3 ACADEMIES CENTRES OF EXCELLENCE



REG DATE _____

TRAINING COURSE TRACKER

INDUCTION	DATE OF COURSE	COURSE FINISH DATE & TRAINER	COURSE MARK
COLOUR 1			
COLOUR 2			
COLOUR 3			
GTA 1			
SENTS 1			
SENTS 2			
GTA 2			
CUTTING EDGE			
COLOUR 4			
CLASSIC LIFESTYLE			
GRAD PREP			

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MODULE 3

- 3.1 ONE LENGTH
- 3.2 HORIZONTAL
- 3.3 VERTICAL
- 3.4 SHORT R. GRAD

3. FOUNDATION CUTTING

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TINT APPLICATION

MODULE 1.5

DATE & DATE _____
 TRAINER _____
 MODEL DETAILS _____
 HAIR TONY _____
 TARGET HAIR _____

CONSULTATION

SKIN TEST

HEALTH/SAFETY

USE OF HAIR CARE CREAM

HAIR & SCALP ANALYSIS

PRIMING OF PRODUCT

SECTIONING FOR GLOBAL APPLICATION

ROOTS & LENGTHS & ENDS APPLICATIONS

HEIGHTNESS OF APPLICATION

DEVELOPMENT TIME

REMOVAL OF PRODUCT

SHAMPOO

HAIRCARE CHOICE

HAIRCARE SHOWN TO CLIENT

STANNING

APPLICATION OF CONDITIONER/TREATMENT

BLOWDRY

STYLING PRODUCT APPLICATION & EXPLANATION

PREPAREDNESS

INTERACTION WITH CLIENT

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MODULE 1.5

TRAINING PROGRAMMES FOR NEW AND EXPERIENCED STAFF

EMPOWERMENT!

A SERVICE MAP

		peter mark
		Scorecard
<input type="checkbox"/>	Dress \ Welcome \ Smile	
<input type="checkbox"/>	Your Name \ Their Name	
<input type="checkbox"/>	Shake Hands	
<input type="checkbox"/>	Shoulder to Shoulder \ Eye to Eye	
<input type="checkbox"/>	Stylist Station Clean	
<input type="checkbox"/>	Ask "What you Wished from Hair Today?"	
<input type="checkbox"/>	Ask "How you Find your Hair Now - Anything with Your Hair You are Not Happy with?"	
<input type="checkbox"/>	Ask "Have You Thought Of Anything Yourself?"	
<input type="checkbox"/>	Ask "How you Manage your Hair at Home?"	
<input type="checkbox"/>	Look for and Suggest Style Enhancement? (Hairplan)	
<input type="checkbox"/>	Use Visuals in the Consultation	
<input type="checkbox"/>	Repeat Back to Client to Confirm Understanding	
<input type="checkbox"/>	Ask if Any Problems with Hair and Scalp	
<input type="checkbox"/>	Escort to the Backwash and Setup	
<input type="checkbox"/>	Inform Clients of the Kerastase to be Used	
<input type="checkbox"/>	Stylist to Shampoo Themselves if Free	
<input type="checkbox"/>	If not, Introduce the Assistant	
<input type="checkbox"/>	Deliver Shiatsu and Towel Wrap	
<input type="checkbox"/>	Shoulder to Shoulder to Stylist Station	
<input type="checkbox"/>	Offer Reading Material and Refreshment	
<input type="checkbox"/>	Review Consultation Agreement before Styling Start	
<input type="checkbox"/>	Be Attentive at all Times during Styling	
<input type="checkbox"/>	Engage in Conversation if Client Wishes	
<input type="checkbox"/>	Engage in Hair Conversation if Appropriate	
<input type="checkbox"/>	Offer Sensitivity Test if Appropriate	
<input type="checkbox"/>	Stylist to Blowdry Themselves	
<input type="checkbox"/>	Ask Permission to Use Styling Products and Inform Client of the Benefits	
<input type="checkbox"/>	Spend Time Finishing the Look	
<input type="checkbox"/>	Spend Time using a Clean Back Mirror	
<input type="checkbox"/>	Ask \ Ensure Client is Happy with their Hair	
<input type="checkbox"/>	Tidy Client with Tissue \ Neck Brush	
<input type="checkbox"/>	Shoulder to Shoulder to Reception	
<input type="checkbox"/>	Introduce Receptionist by Name	
<input type="checkbox"/>	Offer Rebook	
<input type="checkbox"/>	Offer Business Card	
<input type="checkbox"/>	Help Client with Coat	
<input type="checkbox"/>	Mention you Enjoyed their Visit and Look Forward to their Next Visit	
<input type="checkbox"/>	NEVER RUSH	
		Score: /38= %

TOUCHPOINTS ON THE CLIENTS JOURNEY

EVERYONE IS A LEADER

Add your own Expression

INSPIRATION FROM EVERYWHERE



Disney

IMAGINATION \ HOSPITALITY \ RETAIL

CELEBRATE AND LEARN TOGETHER!

Customer Champion Case Study



6th place

excels in:



Empathy



Expectations



Integrity

In 1961 Peter and Mark Keaveney opened the first Peter Mark hair salon with a core philosophy to "make customers happy by providing the highest possible standard of hairdressing". Fifty-five years on, this philosophy is still very much at the heart of a business that now has 71 salons and 1,700 staff. It has also contributed to them being the highest climber in our Top 100, jumping 47 places to 6th place.

CX is led by the salons and whilst there is a consistent service framework, staff are empowered to use their personalities when dealing with customers. Peter Mark sees the hairdressing customer experience as being very unique with each customer wanting something quite different. Having customers spend an average of 25 minutes for a blow dry is seen as a huge advantage in getting to know a customer and understand their needs. All staff, from the CEO to the salon staff spends a lot of their time talking to, listening to and observing customers. The finances are the last thing that are looked at, the philosophy being that if everything else is going well it will reflect in the revenue.

Peter Mark is clear that their strongest asset is their people and they invest heavily in technical and soft skills training for staff. Apprentices undergo a rigorous four-year programme followed by continuous professional development. Each apprentice is a protégé, a member of the family and senior managers delight in their staff success. This nurturing, supportive environment with a philosophy that "all people are good" is evident at all levels within Peter Mark, where employees and company owners work and socialise together. Throughout the recent recession they retained all of their salons and staff, clearly signalling a commitment to their people.

Peter Mark put their success down to a combination of strong investment in staff, leading edge style and a tailored, personal service for clients. Being forward looking, keeping up to date with trends and anticipating customer needs are paramount. As Cathal Keaveney, Head of Professional Development told us "Nothing about what we do is a given, we still have to impress the client every time and that's what we love about it".

Looking ahead, Peter Mark aims to further improve customer experience through multi-channel engagement. The key will be to integrate it carefully with the in-salon experience to ensure they maintain their strong and empathetic customer relationships.

Customers place great trust in their hairdresser. Recognising and respecting this trust has helped Peter Mark make decisions that are right for the customer and right for their business

STAFF ENGAGEMENT

TEAM BRIEFINGS \ AWARDS \ COMPETITIONS \ FACEBOOK

peter markers & style clubbers

🔒 Closed group

Joined ▾

➦ Share

Discussion

Members

Events

Videos

Photos

Files

Search the group

✍ Write Post

📷 Add Photo/Video

🗳 Create poll

⋮ More

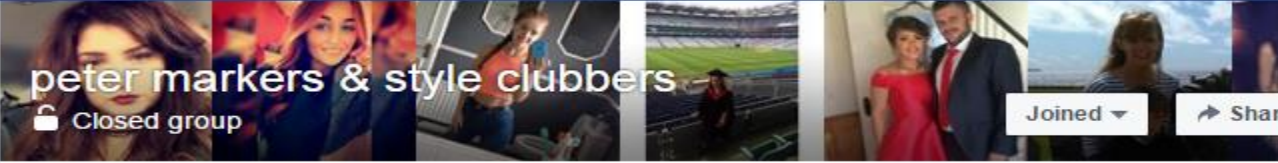
ADD MEMBERS

The collage displays various posts from the Facebook group. Key elements include:

- Post 1 (Top Left):** A photo of two women with long blonde hair, one with a white top and the other with a dark top.
- Post 2 (Top Middle):** A text post with a small image of a woman's face and some text.
- Post 3 (Top Right):** A photo of a woman's legs in dark leggings.
- Post 4 (Middle Left):** A group photo of several people smiling.
- Post 5 (Middle Middle):** A large post featuring a woman with long dark hair and the word "SPARK" in pink. Below it is an advertisement for "Smartbound" hair treatment.
- Post 6 (Middle Right):** A photo of a group of people in a social setting.
- Post 7 (Bottom Left):** A post with a quote: "Winter beauty is fantastic, but a little Balayage doesn't hurt!" attributed to "Alana Lisa". It includes a photo of a woman's hair.
- Post 8 (Bottom Middle):** A post with a photo of a woman's hair being styled.
- Post 9 (Bottom Right):** A post with a photo of a woman's hair and some text.



*The Bouffant.
Model Ann Davis, 1963.*



Discussion

Members

Events

Videos

Photos

Files

Search the group

Write Post

Add Photo/Video

Create poll

More

ADD MEMBERS

A collage of multiple overlapping Facebook posts from the 'peter markers & style clubbers' group. The posts feature various content related to hair styling and beauty:

- Post 1 (Top Left):** A photo of two women with long, straight blonde hair. Text: "Lina Myra - peter markers & style clubbers".
- Post 2 (Top Middle):** A photo of a woman with blonde hair styled in a bun. Text: "Theresa Wilson - peter markers & style clubbers".
- Post 3 (Top Right):** A photo of a person's back showing a hair treatment. Text: "Euan Lewis".
- Post 4 (Middle Left):** A group photo of several people smiling. Text: "Heath O'Connor - peter markers & style clubbers".
- Post 5 (Middle Middle):** A large image of a woman with dark hair and the word 'SPARK' in pink. Text: "Theresa Wilson - peter markers & style clubbers".
- Post 6 (Middle Right):** A photo of a group of people at a social event. Text: "Aimee Smith".
- Post 7 (Bottom Left):** A quote: "Winter beauty is fantastic, but a little Balayage doesn't hurt!" - Mona Lisa. Below it is a photo of a woman with blonde hair. Text: "Annmarie Angie O'Connor - peter markers & style clubbers".
- Post 8 (Bottom Middle):** A photo of hair being styled. Text: "Ella Caley".
- Post 9 (Bottom Right):** A photo of a woman with red hair. Text: "Cathal".