BEAUTY BACKBONE
ALIGNING BEAUTY & BUSINESS

Understanding Beauty Benchmarks

Module 1/Partial

Beauty Benchmarks	Benchmark	Formula	*Your #'s Here* ↓
Team Retention	70% of staff who stay year over year	# staff members last year ÷ # staff members this year (same month or time period)	
Guest Retention	60% of guests return within 90 days	# guests returned within 90 days ÷ total # guests serviced	
Pre-Book %	60% of all service guests are booked for next service.	# pre-booked appointments ÷ total service appointments	
Service Provider Payroll	45% of Service Dollars	Service provider payroll $ ÷ total service revenue	
Front Desk Support payroll	8% Total Sales (includes managers or owners as managers working the front desk)	Front desk support payroll $ ÷ total revenue	
Back Bar (Professional Product Cost)	6% Service Sales	Total back bar $ ÷ total service dollars	