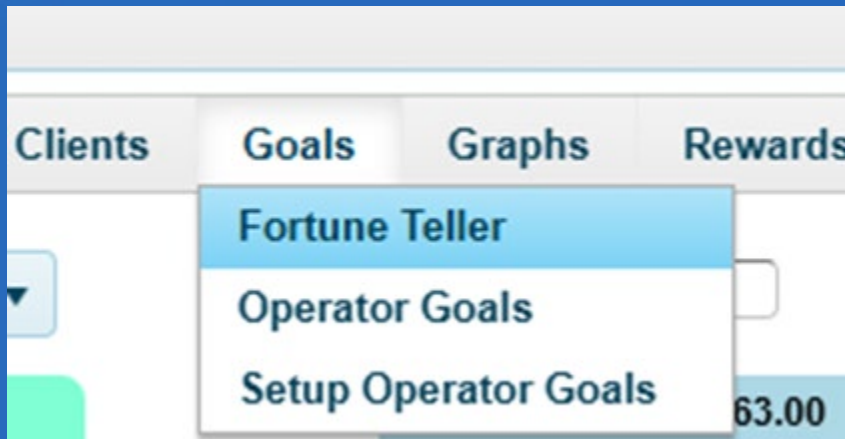


THE FORTUNE TELLER

1. From the main screen select the REPORTS button then choose GOALS/FORTUNE TELLER.



The following screen will appear:

12 Month Sales Projections

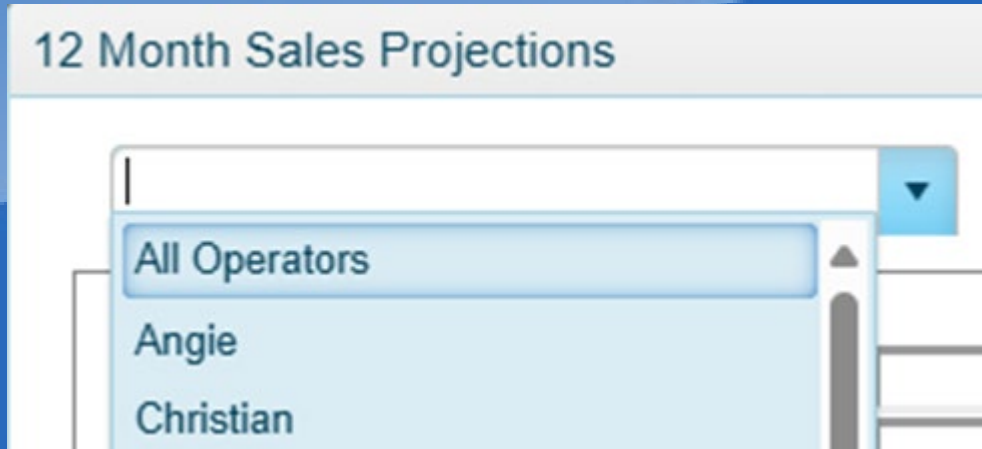
Scenarios for 12 Month Sales Projections

Print Exit

		Scenario #1 (Current)						
		Total Revenue			Monthly Service \$	Monthly Retail \$	Service Income	Retail Income
		Month	Monthly	Weekly	Daily			
# Active Clients	<input type="text" value="0"/>	May						
Active Client Retention	<input type="text" value="0%"/>	June						
New Per Month	<input type="text" value="0"/>	July						
New Client Retention	<input type="text" value="0%"/>	August						
Frequency (Visits)	<input type="text" value="0"/>	September						
Avg. Service Ticket	<input type="text" value="0"/>	October						
Avg. Retail Ticket	<input type="text" value="0"/>	November						
Total Sales	<input type="text" value="0"/>	December						
Retail % of Total Sales	<input type="text" value="0%"/>	January						
Service Commission %	<input type="text" value="0%"/>	February						
Retail Commission %	<input type="text" value="0%"/>	March						
Total Annual Income	<input type="text" value="0"/>	April						
		Total						

		Scenario #2 (What if?)							
		Total Revenue			Monthly Service \$	Monthly Retail \$	Service Income	Retail Income	
		Month	Monthly	Weekly	Daily				
# Active Clients	<input type="text" value="0"/>	May							Difference in Annual Sales
Active Client Retention	<input type="text" value="0%"/>	June							
New Per Month	<input type="text" value="0"/>	July						Difference in Annual Income	
New Client Retention	<input type="text" value="0%"/>	August							
Frequency (Visits)	<input type="text" value="0"/>	September						Percentage Difference	
Avg. Service Ticket	<input type="text" value="0"/>	October							
Avg. Retail Ticket	<input type="text" value="0"/>	November							
Total Sales	<input type="text" value="0"/>	December							
Retail % of Total Sales	<input type="text" value="0%"/>	January							
Service Commission %	<input type="text" value="0%"/>	February							
Retail Commission %	<input type="text" value="0%"/>	March							
Total Annual Income	<input type="text" value="0"/>	April							
		Total							

- In the upper left-hand corner, you will use the dropdown to choose “All Operators” (this is the entire business) or an individual by name.



- Upon selecting either “All...” or an individual the software will begin calculating totals. This could take a few moments.

12 Month Sales Projections

All Stylists Scenarios for 12 Month Sales Projections Print Exit

		Scenario #1 (Current)				Monthly Service \$	Monthly Retail \$	Service Income	Retail Income
		Month	Monthly	Weekly	Daily				
# Active Clients	1645	May	135854.86	31375.26	6275.05	126073.31	9781.55	37821.99	978.15
Active Client Retention	79.5%	June	138111.51	31896.42	6379.28	128167.48	9944.03	38450.25	994.40
New Per Month	64.67	July	140368.16	32417.59	6483.52	130261.65	10106.51	39078.50	1010.65
New Client Retention	36.2%	August	142624.81	32938.76	6587.75	132355.82	10268.99	39706.75	1026.90
Frequency (Visits)	7.61	September	144881.47	33459.92	6691.98	134450.00	10431.47	40335.00	1043.15
Avg. Service Ticket	92.26	October	147138.12	33981.09	6796.22	136544.17	10593.94	40963.25	1059.39
Avg. Retail Ticket	59.7	November	149394.77	34502.26	6900.45	138638.34	10756.42	41591.50	1075.64
Total Sales	1779197.28	December	151651.41	35023.42	7004.68	140732.51	10918.90	42219.75	1091.89
Retail % of Total Sales	7.2%	January	153908.06	35544.59	7108.92	142826.68	11081.38	42848.00	1108.14
Service Commission %	30%	February	156164.72	36065.76	7213.15	144920.86	11243.86	43476.26	1124.39
Retail Commission %	10%	March	158421.36	36586.92	7317.38	147015.02	11406.34	44104.51	1140.63
Total Annual Income	508138.74	April	160678.02	37108.09	7421.62	149109.20	11568.82	44732.76	1156.88
		Total	1779197.28			1651095.08	128102.20	495328.53	12810.22

		Scenario #2 (What if?)				Monthly Service \$	Monthly Retail \$	Service Income	Retail Income
		Month	Monthly	Weekly	Daily				
# Active Clients	1645	May	135854.86	31375.26	6275.05	126073.31	9781.55	37821.99	978.15
Active Client Retention	79.5%	June	138111.51	31896.42	6379.28	128167.48	9944.03	38450.25	994.40
New Per Month	64.67	July	140368.16	32417.59	6483.52	130261.65	10106.51	39078.50	1010.65
New Client Retention	36.21%	August	142624.81	32938.76	6587.75	132355.82	10268.99	39706.75	1026.90
Frequency (Visits)	7.61	September	144881.47	33459.92	6691.98	134450.00	10431.47	40335.00	1043.15
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Total Annual Income	508138.74	April	160678.02	37108.09	7421.62	149109.20	11568.82	44732.76	1156.88
		Total	1779197.28			1651095.08	128102.20	495328.53	12810.22

"This screen is broken up into two parts. Scenario #1 which is the top half of the screen shows you a 12-month projection based on your real sales data. The bottom half of the screen shows the same information, but with the ability to change the real numbers to "possible" or "what if" numbers. This allows you to see what the business impact will be if you hit the "what if" numbers. This will allow you to forecast where the company will be based on both your "actual" figures, and a "potential forecast" based on achieving your specific goals."

4. Now we will describe the fields on the left of the screen.

A: # Active Clients: The number of unique clients that came in for a service or retail within the 3 months prior to the current month.

example: If we currently are in April 2024 the 3-month prior would be 01/01/2024 to 03/31/2024

B: Active Client Retention: The percentage of clients that came in 4 months ago, for a service or retail, and that returned at least once within 90 days of that visit. example: If we currently are in April 2024 the date range would be 12/01/2023 to 12/31/2023. If a client came in on 12/12/2023 then it would see if they came in again within the date range 12/13/2023 to 03/12/2024

C: New Per Month: The number of unique first-time clients that came in for a service or retail within the 3 months prior to the current month. This number is then divided example: If we currently are in April 2024 the 3-month prior would be 01/01/2024 to 03/31/2024.

D: New Client Retention: The percentage of first-time clients that came in 4 months ago, for a service or retail, and that returned at least once within 90 days of that visit. example: If we currently are in April the date range would be 12/01/2023 to 12/31/2023 and if a client came in on 12/12/2023 then it would see if they came in again within the date range 12/13/2023 to 03/12/2024

E: Frequency of Visit: Total visits within prior 3 months' time four (this gives you projected total visits in a year, client returning on different day would be second visit) divided by the "#active clients".

F: Avg service Ticket: The sum of all service sales within the prior 3 months divided by the number of unique transactions that included a service for the same period.

G: Avg Retail Ticket: The sum of all retail sales within the prior 3 months divided by the number of unique transactions that included a retail item for the same period.

H: Total Sales = The sum of all service and retail sales for the prior 3 months.

I: Retail % of Total: Sum of all retail sales divided by "total sales"

J: Service Commission % - Enter the amount of commission you pay your service provider. This number defaults to 30% but should be changed to what you actually give.

K: Retail Commission % Enter the amount of commission you pay your service provider. This number defaults to 10% but should be changed to what you actually give.

L: Total Annual Income: (sum of services X service commission) + (sum of retail X retail commission) (X=Times)

As an example, let's say the image below is your real last 3 to 4 months of data:

# Active Clients	1645
Active Client Retention	79.5%
New Per Month	64.67
New Client Retention	36.2%
Frequency (Visits)	7.61
Avg. Service Ticket	92.26
Avg. Retail Ticket	59.7
Retail % of Total Sales	7.2%
Service Commission %	30 %
Retail Commission %	10 %
Total Annual Income	508138.76

Now let's say you changed your actual numbers in the "What If" scenario to the image below:

# Active Clients	<input type="text" value="1700"/>
Active Client Retention	<input type="text" value="81"/> %
New Per Month	<input type="text" value="70"/>
New Client Retention	<input type="text" value="40"/> %
Frequency (Visits)	<input type="text" value="8"/>
Avg. Service Ticket	<input type="text" value="92.26"/>
Avg. Retail Ticket	<input type="text" value="59.7"/>
Retail % of Total Sales	<input type="text" value="15"/> %
Service Commission %	<input type="text" value="40"/> %
Retail Commission %	<input type="text" value="15"/> %
Total Annual Income	720959.03

These new numbers will translate into a “new” total sales and total annual income for the year based on your hopeful projections.

Along with that, you will see on the right of the screen your actual business impact.

Business Impact

Difference in Annual Sales

\$209,655.20

Difference In Annual Income

\$212,820.27

Percentage Difference

11.78%

You can see the impact on your business as a whole, or you can see an individual staff member’s potential numbers based on goals you’ve set for them.