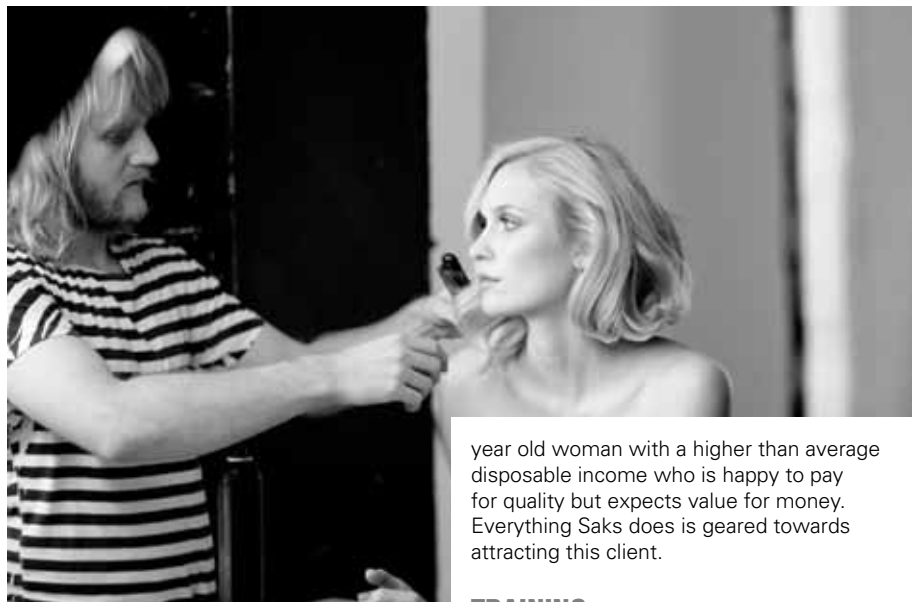


# WHAT MAKES SAKS FRANCHISING SPECIAL?





year old woman with a higher than average disposable income who is happy to pay for quality but expects value for money. Everything Saks does is geared towards attracting this client.

"I wanted to be part of Saks because the brand's reputation is outstanding. It has stood the test of time and you know you're in safe hands. The brand ethos, that every client should be made to feel special, is something I really believe in. The business support has been second to none and my turnover, since opening just over a year ago, has completely surpassed my expectations."

Eleanor Winkler,  
Franchisee, Saks Exeter

# WHAT MAKES SAKS SPECIAL?

So you want to own a salon and you've decided to become part of a franchise rather than go it alone. The next important choice is which one? Read on to see why you should be choosing Saks, one of the UK's leading hair and beauty franchises.

## THE BRAND

Founded in 1974, Saks has established a strong brand name and values associated with quality, professionalism and expertise. The essence of the brand is 'special' – a single word that drives and encompasses everything Saks does and relates to the way it wants to make its franchisees, salon teams and customers feel. Saks constantly asks its team members, "What have you done today that's truly special?" Saks has a clear understanding of its client as a 25-50

## TRAINING

Saks franchisees and their team benefit from the company's exceptional training programme, which is completely free to them to ensure a network of highly-trained and motivated Saks hair and beauty experts. Classic and advanced skills are taught alongside commercial, management and customer skills to help franchisees and their team deliver the special brand promise and build successful salon businesses.

## ART TEAM

There are various hair training programmes, led by the renowned Saks Art Team, open to all stylists within the Saks network free of charge. The Knowledge is compulsory to ensure all stylists are experts in the brand's signature haircuts and techniques. Meanwhile, the Future Art Team training programme provides an outlet for Saks stylists wishing to develop their skills, with the ultimate aim of joining the Saks Art Team, while the A-Team is aimed at stylists within the network who simply want to grow their creativity and develop their session styling skills. As part of these year-long initiatives stylists assist at seminars, shoots, shows and celeb events and return to their salons time and time again, inspired and full of enthusiasm.

## CUSTOMER CARE

A customer-centric approach ensures each and every client feels special. The Saks customer service team provides a helpline for franchisee enquiries and a mystery client programme to ensure quality standards are maintained, while Saks' perfect service programme really helps focus the network's attention on providing the ultimate in customer service.

## COMMUNICATIONS

The Saks intranet is a one-stop-shop for everything Saks, which allows franchisees to find out what's going on, anytime, anywhere. There is also a 'franchisee only' Facebook forum that allows them to take full advantage

of being part of the Saks community, asking advice from each other and exchanging ideas. A fantastic brand-led website communicates what makes Saks special, while each salon has its own micro-site featuring photographs of the salon and team, details of the salon's location and the service offering. Saks head office sends out monthly emails to all of its customers telling them all about what's new at the company, ensuring franchisees have no need to worry that their clients feel part of the Saks brand. The Saks Facebook page is also updated regularly with the latest news and linked to all salons' Facebook pages meaning posts are automatically shared throughout the network – keeping your salon on the social networking pulse with little effort needed from you.

## INFO:

To find out about fantastic opportunities for hair and beauty professionals wishing to open a new Saks salon, take over an established one or convert their existing salon, call 0845 678 0290, email [customerservices@saks.co.uk](mailto:customerservices@saks.co.uk) or visit [www.saks.co.uk](http://www.saks.co.uk)

For the right candidates 100 percent funding could be available.

  
Saks  
HAIR & BEAUTY  
[www.saks.co.uk](http://www.saks.co.uk)



# What makes Saks special?

So you want to own a salon, and you've made the decision to become part of a franchise rather than go it alone. Read on to see why you should partner with Saks, the UK's leading beauty franchise.

## The Brand

Founded in 1974, Saks has established a strong brand name associated with quality, professionalism and expertise. The essence of the brand is 'special' - a single word that drives and encompasses everything the company does and how it wants to make its franchisees, salon teams and customers feel. Saks constantly asks its team members "what have you done today that is truly special?" The company has a clear understanding of who its client is; a woman, aged 25-50, with a higher than average disposable income who is happy to pay for quality but expects value for money. And every move Saks makes is geared towards attracting her.

## Training

Saks franchisees and their teams benefit from the company's exceptional, training programme. Signature techniques are taught alongside commercial, management and customer skills - enabling franchisees to deliver the special brand promise while building a successful salon business. Moreover, it's all provided completely free of charge ensuring a network of highly-trained and motivated hair and beauty experts.

The company's compulsory Beauty Brand Induction training ensures all Saks therapists are experts in consultation, the full Saks beauty offering and the brand and its values. Meanwhile, the Saks Skills Days aim to enhance and introduce new techniques in



**"SAKS BEAUTY'S REPUTATION IS OUTSTANDING AND THE TRAINING, MARKETING AND BUSINESS SUPPORT IS SECOND TO NONE. I'VE RECENTLY MOVED FROM WITHIN A SAKS HAIR SALON TO MY OWN STAND-ALONE BEAUTY SITE AND SAKS HAS SUPPORTED ME EVERY STEP OF THE WAY. MY TURNOVER, AVERAGE BILL AND CLIENT NUMBERS ARE ALL ON THE UP AND I FEEL REALLY CONFIDENT ABOUT MY FUTURE WITH SAKS"**

**Rebecca Barraclough**, Franchisee, Saks Beauty, Halifax

core beauty services. The Saks Beauty Post Graduate Diploma offers therapists a series of subject areas such as anatomy and physiology for study at an advanced level. Therapists can re-visit training as often as felt necessary and always return to their salon inspired and full of motivation and enthusiasm.

## Customer Care

Saks' customer-centric approach ensures each and every client feels special. Moreover, a dedicated customer service team provides a helpline for franchisee so there's support every step of the way while a mystery client programme ensures quality standards across the group are maintained. Lastly, Saks' perfect service programme really helps focus franchisees' attention on providing the ultimate in customer service.

## Communications

The Saks intranet is a one stop shop for everything Saks, which allows franchisees to find out what's going on, anywhere, anytime. The company's franchisees also have their own Facebook forum allowing them to take full advantage of being part of the Saks community - asking advice from each other and exchanging ideas.

The company's fantastic brand-led website communicates what makes Saks special and each franchisee is given its own micro-site ensuring a strong online presence. Saks also sends out monthly emails to all its customers with company news ensuring franchisees don't need to worry that their clients feel part of the brand. The Saks Facebook page is also regularly updated with the latest news and is linked to all salons' own separate profiles - meaning posts are automatically shared throughout the network. All of this helps free up time for franchisees and their teams to get on with what they do best - making each and every single customer feel special.

## FIND OUT MORE

Saks has fantastic opportunities for ambitious beauty professionals wishing to open a new Saks salon, take over an established one or convert your existing salon. For the right candidates, 100% funding is available.

Call **0845 678 0290**  
email [customerservices@saks.co.uk](mailto:customerservices@saks.co.uk)  
or visit [www.saks.co.uk](http://www.saks.co.uk)

# What makes Saks special?

*Exceptional education for Saks franchisees and their teams plays a huge part in what sets the salon group apart. And it's all provided for free*

**B**eing part of Saks is to be part of something that's constantly evolving as the group brings the latest in hair and beauty to high streets around the UK. Saks people embrace professionalism and friendliness with an infectious passion that resonates with clients. Likewise its extensive training programme contributes widely to the group's continued success.

## Education for all

Saks understands that offering top-notch education to its franchisees helps develop new skills while engaging and motivating a network of highly trained experts.

A comprehensive career plan is provided to all employees. Classic and advanced expertise is taught alongside commercial, management and customer skills – enabling franchisees to deliver Saks' special brand promise while building a successful business. Moreover, it's all provided completely free of charge.

## For franchisees

Training for franchisees and managers is ultimately aimed at helping them build a successful business. There is a range of workshops available, which cover key aspects of management including Marketing, Financial Control, Sales and Retail as well as Customer Care. These take place at the Saks Academies and are run by the group's senior managers and leading industry experts. Franchisees and managers are encouraged to implement the skills they've learnt in the successful day to day running of their salon.

## FIND OUT MORE

Saks has fantastic opportunities for ambitious hair and beauty professionals wanting to open a new salon, take over an established one or convert an existing business. Minimum investment starts from £12,500 and finance is available. Tel: 0845 678 0290 E: [franchising@saks.co.uk](mailto:franchising@saks.co.uk) [Saks.co.uk](http://Saks.co.uk)



*“There’s no stone left unturned when it comes to Saks education. The training inspires and motivates, improves performance and ensures Saks people really are experts in looking after the customer.”*

**Claire Denyer, franchisee, Saks Kings Hill**

In addition, hands-on, practical management training is delivered to all new franchisees from already-established mentor salons. One-to-one education sessions between Saks' business development managers and franchisees are also available and are tailored to meet the individual's needs.

## For stylists

Saks' hair education is developed and delivered by the Saks Art Team – a group of renowned educators and hair creatives who travel the world teaching the brand's philosophies and techniques.

Saks' compulsory hair training – *Simply Saks: The Knowledge* – ensures all stylists are experts in the brand's signature haircuts and techniques. New stylists are required to attend a five-day course while existing team members are required to take a two-day refresher every year.

The Saks Art Team creates annual campaign collections of signature trends

and techniques. These looks become an integral part of the year's marketing campaign and stylists are trained in the new collections in Saks' in-house Academies. The Art Team also hosts advanced training sessions to offer stylists inspiration. Meanwhile they can also benefit from in-salon Art Team visits for more personalised, salon-specific creative education.

In addition, the Future Art Team Programme provides an outlet for stylists wishing to develop their skills with the ultimate aim of joining the Saks Art Team. The A Team also offers an opportunity for stylists wanting to boost their skills. As part of these yearlong initiatives, stylists assist at seminars, shoots and backstage at star-studded events – returning to their salons inspired and full of enthusiasm.

So if you're thinking of opening a Saks franchise, the benefits are huge for your business, career and the future of your staff.





# What makes **Saks** special?

Exceptional education for Saks franchisees and their teams plays a huge part in what sets this salon group apart. And it's all provided for free

**B**eing part of Saks is to be part of something that's constantly evolving as the group brings the latest in hair and beauty to the high street. Saks people are experts, embracing professionalism and friendliness with an infectious passion which infuses the client. And Saks' training programme contributes widely to this and the group's continued success.

Saks understands that offering top-notch training to its franchisees and salon teams develops new skills, engages and motivates and ensures a network of experts. And, as Saks is officially recognised as one of the UK's top training providers, there's few doing it better.

## Education for all

A career plan is provided to everyone, from trainee to franchisee. Signature techniques are taught alongside commercial, management and customer skills – enabling franchisees to deliver Saks' special brand promise whilst building successful salon businesses.

## For franchisees

There is a range of business workshops available to franchisees covering key aspects: Marketing, Financial, Recruitment, Customer Care and Sales & Retail, led by the group's senior managers and leading industry experts.

Franchisees are encouraged to implement the skills they've learnt and this, along with the Saks Operations and Policy Manuals, assists them in the successful day to day running of their salons.

In addition, hands-on, management training is delivered to new salon owners from experienced franchisees who are also assigned as mentors to share their daily experiences. Also, one-to-one sessions between Saks' Business Development Managers and franchisees are tailored to meet individual needs.

And having fun is a huge focus at Saks. Franchisees were recently treated to a three-day outward bounds adventure at Lake Windermere to promote team-

building and healthy competition by working together, exchanging ideas, seeking advice and making new friends. The event included workshops exploring communication and there was also time for relaxation with fellow franchisees.

## For beauty therapists

The company's Beauty Brand Induction ensures that Saks therapists are experts in the brand and its values, client consultation and the full Saks beauty offering. Compulsory for all new therapists, the course ensures that Saks beauty treatments are delivered to the same exacting standard throughout the network.

**“THERE'S NO STONE LEFT UNTURNED WHEN IT COMES TO EDUCATION AT SAKS; THE TRAINING INSPIRES AND MOTIVATES, IMPROVES PERFORMANCE AND ENSURES SAKS PEOPLE REALLY ARE EXPERTS IN LOOKING AFTER THE CUSTOMER AND ALL THINGS HAIR AND BEAUTY!”**

CLAIRE DENYER, FRANCHISEE OF SAKS KINGS HILL

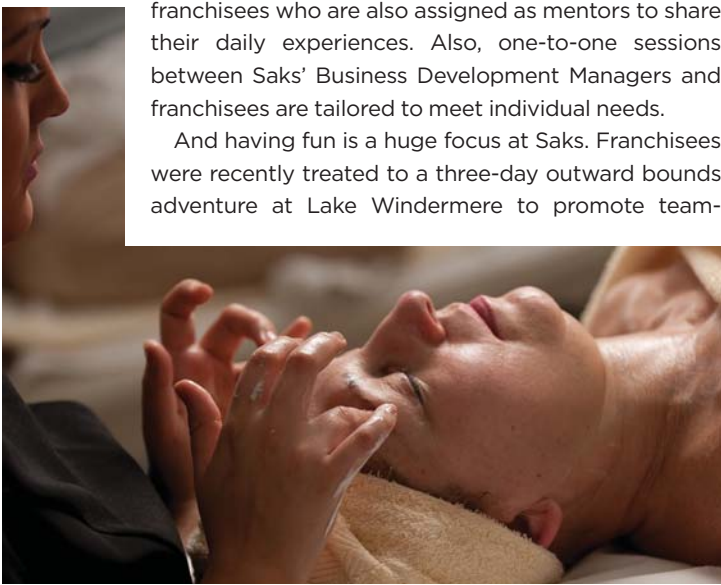
Meanwhile, Saks Skills Days ensure all core beauty services are delivered to an expert standard by enhancing existing skills and introducing new techniques in services such as waxing, eyebrow services, tanning and nails.

The Saks Beauty Post Graduate Diploma develops knowledge in advanced areas to support Saks' positioning as skin experts. And the Saks Beauty Ambassador programme is an outlet for therapists wishing to develop teaching skills and get involved in treatment development.

So the benefits of opening a Saks franchise are huge for your business success, your career and the future of your staff. **PB**

→ **Interested in becoming part of the team? Saks has fantastic opportunities for ambitious hair and beauty professionals to open a new salon, take over an established Saks salon or convert your salon to Saks. With a minimum investment of only £12.5k and finance readily available what's not to like?**

**Call 0845 678 0290, email [franchising@saks.co.uk](mailto:franchising@saks.co.uk) or visit [saks.co.uk](http://saks.co.uk) to find out more.**





# What makes Saks special?

As Saks, the UK's leading hair and beauty salon group, approaches its landmark 40th birthday, it's apt that expanding its network of salons, dedicated solely to the world of beauty, is a huge focus for the group

**B**oasting a UK-wide team of business-savvy salon owners and expertly trained therapists, backed up by HQ staff passionate about their brand, Saks has honed the recipe for beauty salon success. With big plans for beauty, if you're thinking of opening your own salon or already have a salon but would like to take it to a whole new level, now's the perfect time to talk to this forward-thinking franchise group.

## Quality services

Saks constantly evolves as the group brings the latest in beauty to the high street. Having identified a gap in the market in the 1990s Saks launched its beauty salon network introducing treatments such as injectables, Oxygenator facials and IPL permanent hair reduction as mainstream services and continues to lead the way today.

Skin health is at the forefront of the group's offering with a focus very much on services which deliver visible results.

**"IN TODAY'S COMPETITIVE CLIMATE IT'S REASSURING THAT SAKS IS UP TO SPEED WITH CLIENT NEEDS AND ISN'T AFRAID TO EMBRACE NEW INNOVATIONS. AS A FRANCHISEE THERE'S A GREAT LEVEL OF SUPPORT, ALL ANGLES ARE COVERED; TRAINING, MARKETING, FINANCE - YOU NAME IT, SAKS HELP AND ADVICE IS ALWAYS AT YOUR FINGERTIPS"**

NICOLA MARK, FRANCHISEE, SAKS BEAUTY GOSFORTH

Saks has adopted a prescription-based approach where an in-depth consultation with an expertly trained therapist determines the most effective treatment or course of treatments. Again, Saks is ahead of the field here with Cosmedix, a results-driven range, which treats the root cause of common skin complaints with effective products and non-wounding corrective skin peels.

Although the group recognises the need to respond quickly to new innovations it also understands the importance of staying in touch with customer needs. No more evident than in its quick reaction to the growth in the

express beauty market - Saks being amongst the first to introduce services such as spray tanning, gel manicures and pedicures and more recently Saks Eyes - a personalised brow definition service.

## Expert team

Delivering a quality, professional and expert service is key to the Saks brand philosophy. The group's ethos of providing continuous, free training to its salon teams and franchisees not only engages and motivates but ensures a network of experts which ultimately helps build successful salon businesses.

Compulsory Beauty Brand Induction and Skills Days training ensure that Saks therapists are experts in the brand and its values, client consultation and the full beauty offering. Meanwhile, the Beauty Post Graduate Diploma develops advanced knowledge to support Saks' positioning as skin experts. And the Beauty Ambassador programme is for therapists wishing to develop teaching skills and get involved in treatment development and the latest beauty innovations.

Meanwhile Saks salon owners are trained and nurtured with a range of business workshops led by leading industry experts and the group's senior managers. 'Mentor' training is delivered to new salon owners from experienced franchisees and one-to-one sessions with Saks' business development managers are tailored to individual needs.

## Saks community

The Saks community also plays a huge part in the success of this salon group. Franchisees enjoy great benefits from being part of the Saks community - the day-to-day is instilled with a sense of fun and camaraderie and the 'Saks family' can be called on for support or advice at any time.

So it would seem that, with its proven business model, world-leading treatments and products and expertly trained team, franchising with Saks may well just be the beauty salon recipe for success. **PB**

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