Salon Predictable Revenue Kit (Pilot Edition)

Built with Trackrecord — for salon owners seeking predictable income, fewer no-shows, and better payment control

Who This Is For

This pilot kit is designed for:
• Salon owners and managers
• Independent beauty professionals running appointment-based services
• Businesses experiencing cancellations, late payments, or inconsistent monthly income

This is **not sales material**. It is a practical guide used to support Trackrecord's early pilot and validation phase.

The Core Problem

Across conversations with salon operators, the same issues come up:
• Income changes week to week with no clear forecast
• No-shows and late cancellations disrupt staff planning
• One-off payments make cash flow unpredictable
• High-value services are harder to sell upfront
• Booking tools fill diaries but don't protect revenue

The result: busy calendars, but unstable income.

Trackrecord Shifts From Bookings to Commitment

The key insight is simple:
Bookings alone do not create predictable income. Commitment does.
Salons that reduce volatility usually introduce one or more of the following:
• Deposits
• Staged payments
• Recurring commitments (memberships or packages)
• Automated reminders linked to payment rules
These approaches don't change how services are delivered — they change **how clients commit**.

Practical Frameworks You Can Apply

1. Deposits That Actually Work
Deposits are most effective when:
• They are clearly explained at booking
• They are proportionate to the service value
• They are linked to cancellation rules
Deposits work best for:
• High-demand time slots
• New clients
• Services with high preparation or staffing costs

2. Staged Payments for Higher-Value Services
For services over a certain value, salons often succeed with:
• Deposit at booking
• Remaining balance split over milestones or dates
This:
• Lowers friction for clients
• Improves attendance
• Protects revenue if schedules change

3. Subscriptions for Repeat Services
Subscriptions are most effective when:
• The service is routine (e.g. maintenance treatments)
• Clients already attend regularly
• The benefit is convenience, not discounting
The goal is predictability, not pressure.

Where Trackrecord Fits salon operation
Trackrecord is being built to **support and automate** these workflows without disrupting normal salon operations.
During the pilot phase:
• Trackrecord is not onboarding live customers at scale
• Testing is controlled and non-disruptive
• Test transactions or early client activity may be funded by Trackrecord purely for validation
The focus is:
• Validating payment structures
• Testing reminders and commitment rules
• Improving income visibility

What Pilot Salons Receive

Salons supporting the pilot may receive:
• Early access to Trackrecord features
• Support structuring at least one payment workflow
• Direct feedback loops with the product team
• Preferential terms when the platform launches
Participation is voluntary and low-commitment.

What We Ask in Return

• Willingness to test workflows in real operational settings
• Light feedback during the pilot window
• Optional, non-binding Letter of Intent to signal interest
The LOI is **not a contract** and creates no obligation.

Next Steps

If this approach aligns with how you want your salon to operate:
1.   Join the pilot waitlist
2.   Share your role (owner / manager / stylist)

Trackrecord is being built with real salons — not assumptions.

Trackrecord Fintech Solution Ltd
UK-based platform in build & validation phase

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