



New customer service & business performance standards

for the hair, beauty and nail industries
in the UK and Republic of Ireland.

PHAB Standards are different – That’s because you can’t buy them, you have to *earn them*. With industry specific qualifiers including client testimonials, high levels of repeat custom, retail sales and supplier sense-checks.

In fact, they’re our only performance-based professional benchmarking system, making **PHAB** an industry first!



PHAB qualifiers aim for Bronze, Silver and Gold standards, to support graded career planning. Great benefits include full page profiles in **THE PHAB DIRECTORY** (where customers find nearest **PHAB** professionals by postcode), plus lots of **PHAB** promotion on social media, including Twitter, Facebook and LinkedIn.

PHAB is great for our industry in so many ways, helping:-

- **professionals** prove performance, get the best jobs, negotiate salaries and control careers
- **employers** identify and develop the best recruits for their business
- **businesses** increase team productivity and profits
- **customers** find the best salon professionals and businesses
- **educators** prepare students for success in salon life

And PHAB gets phabber by the day...

We're always coming up with new initiatives to support PHAB professionals and nudge industry standards further skywards. Our latest online examples include PHAB Professionalism & Customer Service Exams, PHAB Salon Toolkit and The PHAB Directory.

Grab a leaflet or go online at www.phabstandard.com for full details!

Developed by the industry for the industry

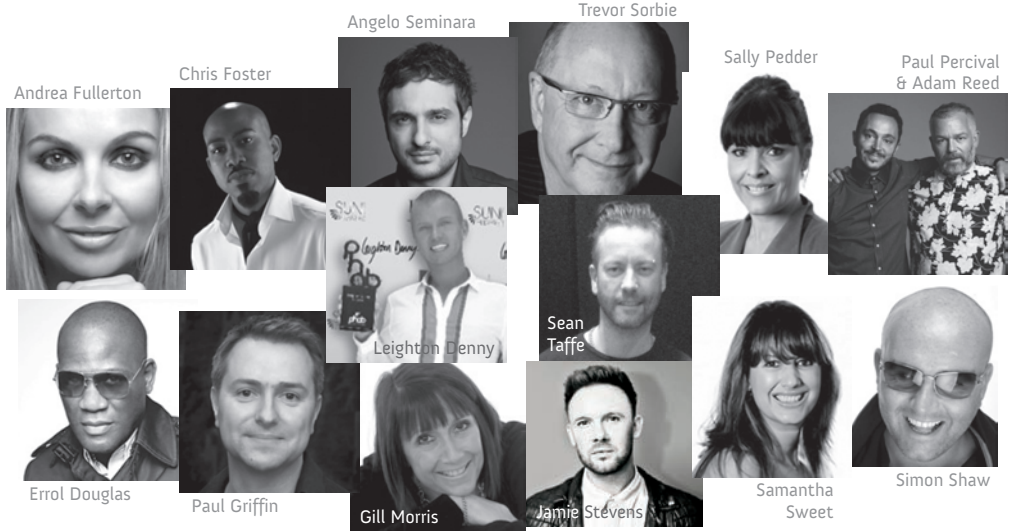
PHAB works because it's developed by respected trainer and industry guru Nergish Wadia-Austin, in collaboration with industry experts.

Here's what Nergish has to say:



"Until recently, our industry had no professional system for differentiating fabulous performance from 'run of the mill'. Now we've got PHAB, the best professionals and salons can prove that they understand and resolve customer concerns daily, and turn this into income. Prove that they view their columns as their own businesses. And employers, of course, can cherry-pick the best!"

Just look who's PHAB, or advising PHAB as a Non-Executive Director, from amongst our industry greats...



To check staff skills, boost customer spend and plug those column gaps, go to www.phabstandard.com and apply today!

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