



SALES BENCHMARKS RECAP

AVEDA SALES BENCHMARKS	BENCHMARKS	CALCULATION
RPCT: Retail per Client Ticket/Transaction	\$10 non-concept \$13.50 concept \$16.50 lifestyle	Total Retail Sales ÷ Total # Transactions
SPST: Service per Service Ticket/Transaction	Growing every year	Total Service Sales ÷ Total # Service Transactions
% Color Transactions	50% of total hair service transactions	Total # Color Transactions ÷ Total # Hair Service Transactions
Existing Guest Retention	70% of existing guests returning within 90 days	# Existing Service Guests Returning Within 90 Days ÷ Total # Existing Guests Served
New Guest Retention	50% of new guests returning within 90 days	# New Service Guests Returning Within 90 Days ÷ Total # New Guests Served
Staff Retention	70% of staff who stay year after year	# Staff Members This Year ÷ # Staff Members Last Year
Productivity	Staff are booked 85% of their scheduled work hours	Total # Hours Booked with Guests ÷ Total # Hours Scheduled to Work
% of Service Guests Purchasing Product	40% of service guests purchasing product	# Service Transactions with Retail ÷ Total # Service Transactions
% of Service Guests Pre-Booked	60% of all service guests are pre-booked for their next appointment	# Pre-Booked Appointments ÷ Total # Service Transactions