

IMAGE

**BELLEVUE, WASHINGTON'S
PREMIER SALON AND SPA**



Paule Attar

10223 NE 10th Street
Bellevue, Wash. 98004
www.pauleattar.com

YEARS IN BUSINESS: 20
(prior to 1988, operated in Beverly Hills,
Calif. for 12 years)

NUMBER OF EMPLOYEES: 40

SERVICES OFFERED: Skincare, massage, body
treatments, micro dermabrasion, nail services.

MOST POPULAR SERVICE:
High performance facials

PHILOSOPHY:
We take pride in our business and our
associates. We believe that efficiency, loyalty and
a commitment to excellence is most important.
We believe in giving our clients efficient and
courteous service at all times. Without repeat
business and word of mouth advertising our
success will be short lived. We have to make
our clients welcome. Every staff member at
Paule Attar has one main responsibility - to make
sure each client's experience with us is pleasant.
Because we are not only judged by our artistic
performance, we will give equal attention
to the quality of our service.


WHAT MAKES YOUR BUSINESS UNIQUE?

Several things. First, 90 percent of our technicians have been with us for more than 5 years. We have mandatory education. We carry just one skincare line; therefore we receive a great deal of distributor, in-house education that keeps our professionals up to date. Also, our treatment rooms are well-sized and virtually soundproof.

WHAT INSPIRED YOU TO EXPAND FROM A SALON INTO A SPA?

When we began in Washington state in 1988, we had created a very successful hair salon. Our clients then started to ask about spa services. So when we moved 11 years ago, into our new 4,000 square foot facility, we also built an 1,800 square foot spa. Essentially our decision was inspired by our clients!



DESCRIBE YOUR CLIENT DEMOGRAPHIC.
 We service about 80 percent women, 20 percent men. Most of our clientele are employed by high tech firms located in our area.

HOW DO CLIENTS FEEL WHEN THEY WALK THROUGH YOUR DOOR?
 Hopefully they feel they are entering a warm, friendly, no-stress, well organized environment. We ensure they are greeted by the finest salon coordinators in the business.

It's a place where clients can close their eyes and forget the stress and strain of everyday life. It's a place where they'll be gently pampered - relaxed by a soothing massage. Where personalized care is the rule, not the exception. And it's a place where they're invited - and encouraged - to enjoy luxurious surroundings and lavish attention unashamedly.



DESCRIBE YOUR DÉCOR.
 We like our clients to feel like they are visiting a modern, very comfortable home. We have heated floors in the nail area, indirect lighting, illuminated, high ceilings and mood lighting.

WHAT CONSTITUTES A LUXURY, QUALITY SERVICE?
 A client must perceive a great value for the service price being charged.

WHAT IS YOUR TAKE ON CUSTOMER SERVICE?
 Give clients the best service and the best products and treat them as you would be treated yourself.

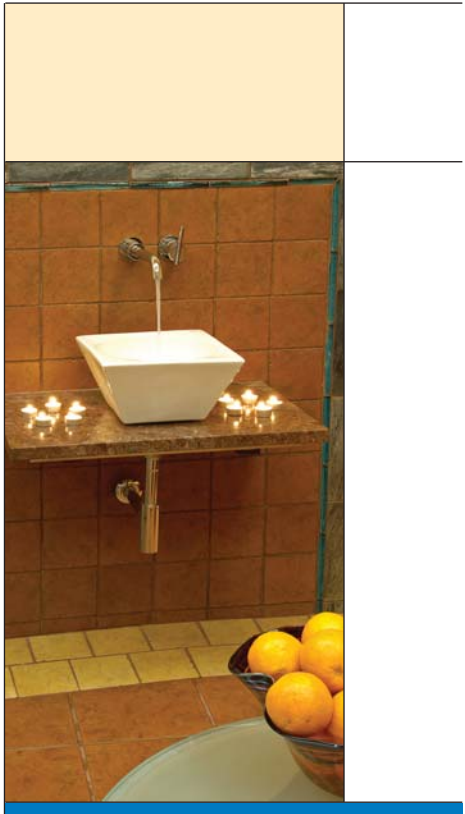
ARE YOUR EMPLOYEES ENCOURAGED TO UPSELL SERVICE AND TO SELL RETAIL?
 We are an employee-based salon and spa, and we do not have to encourage our staff to upsell – they simply do it. They know that great deal of their income is made possible through upselling and retail sales, since we base their individual service commission structure on the amount of upselling and retail they do.

DO YOU TRAIN YOUR STAFF IN SALES TECHNIQUES?
 As a former car dealership sales manager and owner, I personally coach our staff in ways to overcome the fear of selling.

WHAT PROMOTIONS DO YOU HAVE IN PLACE TO DRIVE APPOINTMENTS AND RETAIL SALES?
 We always do, through email, a "Promotion of the Month", where we offer a particular service at a discount. This is the only promotion we run and it is always very successful.

WHAT ADVICE WOULD YOU GIVE TO OTHER SPAS ?
 Without our hair salon, which services about 160 clients a day and drives a great deal of our customers to our spa, we could not be successful in our spa operation. The two go hand in hand.

Overall, if you are not a professional and offer the best perceived value for the services offered, you will likely be out of business soon.



RESPONSES PROVIDED BY: PAULE ATTAR
 Paule is the president, technical and creative director of Paule Attar Salon and Spa. Before relocating to Bellevue, Washington in 1988, Ms. Attar was the sole owner of Paule Attar for Hair and a partner in Cut, two Beverly Hills, California salons. She served a three-year apprenticeship and two years as a stylist at Alexandre in Paris, France, one of the oldest and most respected hair salons in Europe. Later she worked as an esthetician at the skin care institute Clytia in Paris, and then as a senior stylist at Harlow, one of the premier high-society hair and color salons in France.

HEINZ MIKULKA
 Heinz has been the vice-president and treasurer of Paule Attar Salon and Spa since 1988. He is responsible for day-to-day operations of the business. Mr. Mikulka has held positions as sales manager, general manager, and share holding director at Porsche/Audi automobile dealerships in Los Angeles, California.

