

The Need for Speed

Speeding up service times can help expand your client list—and your wallet.

By Liz Barrett

You're barely starting to prep Sarah—who showed up late—when Anne arrives 15 minutes early. The receptionist is asking if you can fit someone in later in the afternoon when you realize that you're running low on acrylic powder—and she's a perennial pink-and-white client.

This scenario might be comical if it weren't a reality for so many nail techs who work under pressure every day to juggle a full appointment book, deal with clients who show up late and factor in the time necessary to learn and perfect new techniques.

