



THE  
Capture  
the Extra™

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A quick start guide to missing colour charges and plug  
the silent revenue leaks hiding in plain sight.

# The One Rule

*Extra colour used = extra product charges paid by the salon client.*

## Approach:

Turn invisible work into visible progress  
Make accuracy the win, not revenue  
Keep it team focused and low admin

## Materials Needed:

- Flipchart or whiteboard
- Markers or sticky dots

## How the Game Works:

You and your team set a weekly target number for correctly captured and charged colour add-ons ie.

- Toners
- Extra bowls, extra mixes
- Long/thick hair charges
- Extended regrowths

*"Our goal is 20 correctly captured extras across the salon this week."*

Every time an add on is **done, recorded and charged**, the team earns **one marker**.  
Markers can be:

- A sticky dot on a whiteboard
- A magnet on a board
- A tick on a printed tracker

*No names. Just progress.*

# The Visual Board

At the colour bar or on the back room wall display:

START → TARGET → REWARD

Each time a team member records and charges for the extra, they add a sticky dot, tick, magnet to the circle.

*You're not tracking who did it – you're tracking that it happened properly.*

## Rules (Keep These Tight)

### COUNTS

- Extra product mixed and charged
- Toners/colour services invoiced correctly
- Bowls recorded in client records

### DOESN'T COUNT

- Verbal charges not invoiced
- Complimentary extras
- Re-dos or fixes

*If it's not charged, it doesn't move the marker.*

# Reports to Run

## 1 POS add on Report: Use it to track

### Use it to track:

- Toners charged
- Long/Thick hair add ons/Extra product charges
- Corrective colour add ons
- Services invoiced correctly

### What you're looking for

- Number of add ons per week
- Movement during the incentive
- Consistency across days not people

*This tells you what was captured.*

## 2 Colour Usage/Mixing Report

- Total colour grams used weekly
- Number of colour services completed

This is the reality check, you are not matching service by service, you are looking for “is usage rising without charges rising”

If grams are up and add on charges aren't, the circle is breaking somewhere

## Weekly owner/manager check (10 minutes max)

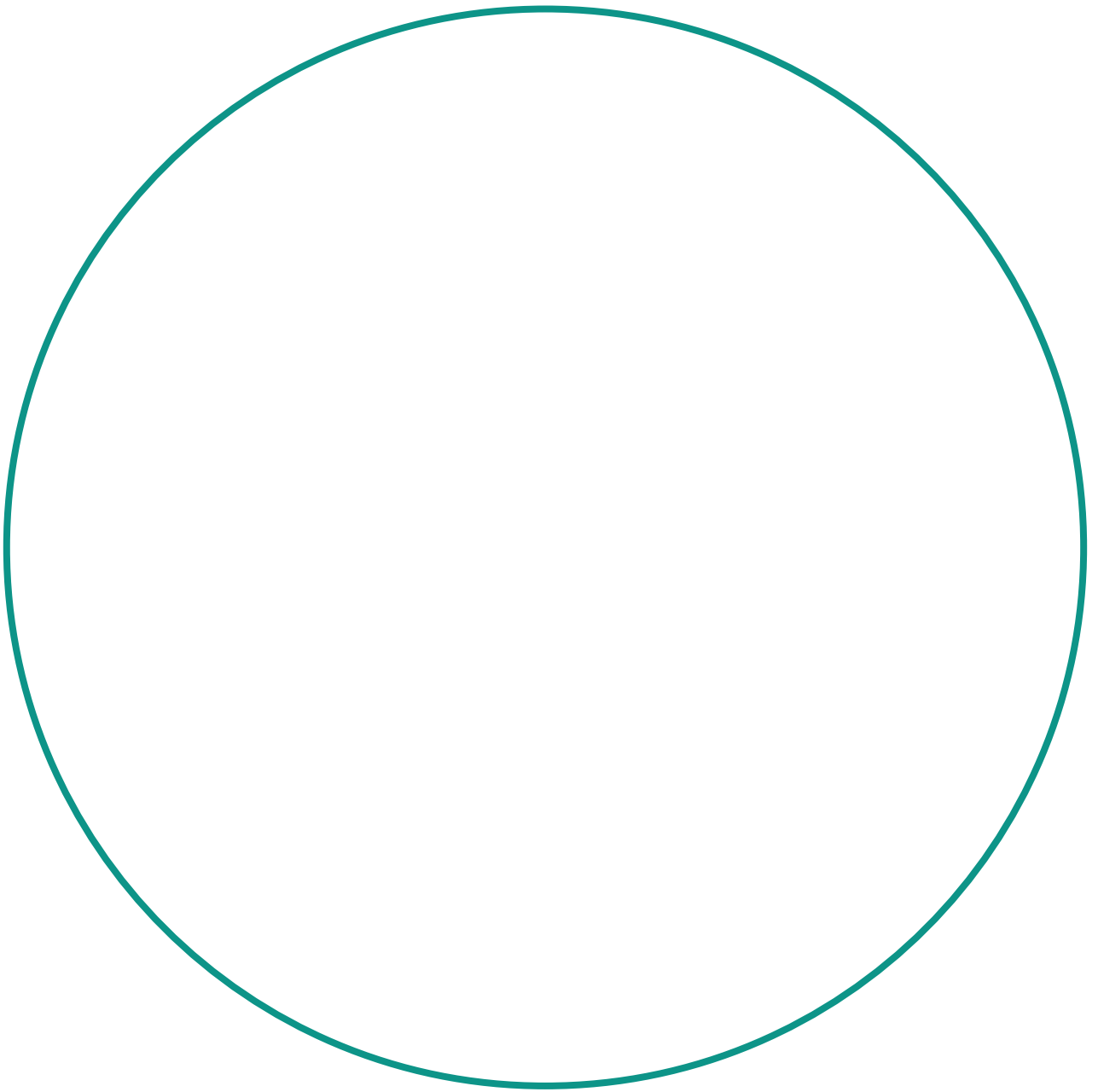
Once a week, look at:

- POS add-ons count
- Colour usage trend
- Visual tracker progress (Capture the Extra chart)

Ask only three questions:

- Are extras being captured more often than before?
- Do usage and charges now move together?
- Is the team clearer or still hesitant?

That's it.



# Stop the Leaks. Start Capturing.

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