

# The Salon Partnership Potential Scorecard

In [Episode 65](#) of Marketing 100 on [The Salon Business Show](#), Marchelle Mooney showed the power of truly aligned partnerships over draining events. This scorecard puts her advice into action, helping you systematically evaluate potential partners on key alignment factors—like shared values and client care—to ensure you build relationships that attract loyal, high-value clients.

**Instructions:** Use this scorecard to evaluate potential businesses for strategic partnerships. Answer honestly based on your observations and research. Tally the points at the end to gauge the alignment strength.

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**Potential Partner Business:** \_\_\_\_\_

**Date Evaluated:** \_\_\_\_\_

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## Section 1: Clientele Alignment (Max Points: 10)

- **Does this business primarily serve clients who fit your Ideal Client Profile (demographics, style, values)?**
  - (5 points) Yes, almost perfectly
  - (3 points) Somewhat, there's overlap
  - (1 point) Not really
  - (0 points) No
  
- **Do their clients seem to value high-quality, personalized service and are potentially willing to invest in it (like your services)?**
  - (5 points) Definitely, signs point to high value placed on quality/experience
  - (3 points) Probably, seems likely
  - (1 point) Unsure or mixed signals
  - (0 points) Unlikely, seems very price-driven

**Section 1 Subtotal:** \_\_\_\_ / 10

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## Section 2: Values & Approach Alignment (Max Points: 15)

- **Based on your interactions or observations, does this business demonstrate exceptional client care and a thorough consultation/service process?**
  - (5 points) Yes, outstanding level of care evident
  - (3 points) Seems good, above average
  - (1 point) Standard/Average
  - (0 points) Below average or unknown
- **Does their overall business philosophy and approach seem genuinely similar to yours? (Think about attention to detail, client focus, quality over quantity).**
  - (5 points) Extremely similar, strong alignment
  - (3 points) Moderately similar, some shared values
  - (1 point) Vaguely similar or very different
  - (0 points) Conflicting values/approach
- **Does the business environment (physical space, online presence) reflect quality and care?**
  - (5 points) Yes, clearly invested in a quality presentation
  - (3 points) It's decent and professional
  - (1 point) It's okay, but could be better
  - (0 points) Lacking professionalism or care

**Section 2 Subtotal: \_\_\_\_ / 15**

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## Section 3: Marketing Compatibility (Max Points: 10)

- **Is their marketing style compatible with yours? (e.g., If you are premium, are they also premium? If you rarely discount, do they avoid constant sales?)**
  - (5 points) Very compatible, similar positioning and tactics
  - (3 points) Mostly compatible, minor differences
  - (1 point) Some significant differences
  - (0 points) Largely incompatible (e.g., constant deep discounting vs. premium)
- **Would their typical client likely understand and appreciate the value proposition of your salon based on their experience with the partner business?**
  - (5 points) Yes, the expectation alignment is strong
  - (3 points) Probably, good chance of understanding value

- (1 point) Maybe, might require explanation
- (0 points) Unlikely, significant expectation gap

**Section 3 Subtotal: \_\_\_\_ / 10**

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#### Section 4: Team & Passion Assessment (Max Points: 5)

- **Does the owner and/or their team seem genuinely passionate and knowledgeable about what they do? (Think "Incisor & Moller" energy!)**
  - (5 points) Absolutely, passion is obvious!
  - (3 points) Yes, they seem engaged and knowledgeable
  - (1 point) Somewhat, or it's hard to tell
  - (0 points) No passion evident, just a job

**Section 4 Subtotal: \_\_\_\_ / 5**

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#### Final Score & Interpretation

**Total Score: \_\_\_\_ / 40**

- **30 - 40 Points: High Potential Partner!** Strong alignment across the board. This looks like a promising fit worth pursuing seriously. Follow the steps in the article!
  - **20 - 29 Points: Moderate Potential.** There's good alignment in some areas, but potential mismatches in others. Proceed cautiously – can the weaker areas be addressed or accepted? Worth exploring further but requires careful consideration.
  - **10 - 19 Points: Low Potential.** Significant gaps in alignment exist. While a partnership *might* work, it will likely require a lot more effort and may yield less ideal clients. Reconsider if this is the best use of your energy.
  - **0 - 9 Points: Poor Fit.** Major misalignment in critical areas. It's unlikely this partnership would yield the high-quality, long-term clients you're looking for. Probably best to look elsewhere.
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