## pick and choose

how to find and keep the clients you really want

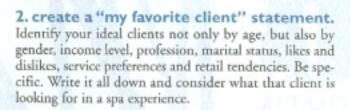
by Rosanne Ullman

ven when you're doing all right-enjoying your work and retaining a core of loyal clients-do you feel as if you're missing a crucial piece? Does it seem like you're still chasing that larger client base that would provide you with ongoing financial security?

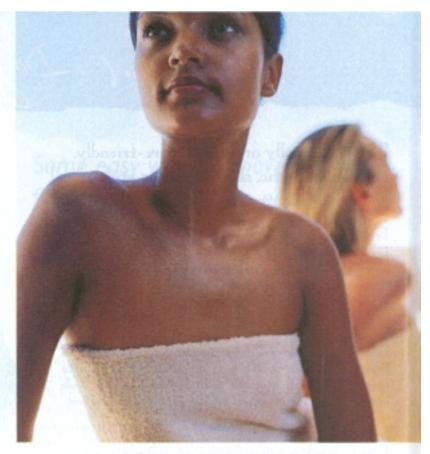
> Salon success coach Bryan Durocher has developed a new program that addresses this program. In The Secrets of Ka-Ching, Durocher, who owns Durocher Enterprises in Miami, Florida, trains beauty pros to follow his five principles of

building a successful clientele:

I. know the generations. The four generations of Americans currently in the marketplace-Veterans, Boomers, Gen X and Gen Y—each practice distinct buying habits. Analyzing your client base can drive your general marketing and service strategy or, if you enjoy a mix of clients, help you to customize the way you handle every client.



3. define your clients' experience from the time they walk in the door until they leave. Now that you know who your ideal clients are and what



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-Bryan Durocher

they're looking for, develop a detailed plan for creating the experience that will help you to attract and retain those clients and build their tickets. Script the dialogue for greeting clients, conducting the consultation and ending the visit. Focus on the three "R's": retail, referral and rebooking.

network effectively. "There's no magic bus full of clients driving around town that will pull up in front of the spa and drop off 50 excited clients," says Durocher. "You have to get out there. The more people who know about you, the more opportunity you'll have to build your business." Durocher's favorite networking groups are Business Network International (www.bni.com) and Le Tip (www.letip.com). These groups meet regularly and give you a chance to practice short presentations that describe who you are and what your business does for people.

In the Secrets of Ka-Ching,

which contains a CD and

workbook, success coach

Bryan Durocher reveals

the five principles of build-

ing a successful clientele.

5. set goals and track your numbers. Ka-ching comes with a guide that helps you identify obstacles that can derail your progress. It also helps you assign tasks you must complete by certain dates. You should check your numbers daily so that you're aware of every aspect of your business—total number of clients, number of new clients, rebooking percentage, upselling percentage, retail/service ratio, hours worked, productivity in dollars per hour and any other figures that help you track your progress. Then calculate your weekly, monthly and yearly numbers.

Set your goals in six-week segments, recommends Durocher. "If you have a 10 percent increase every six weeks," he notes, "within one year you will have doubled your income."

## excellent expansion

When Cherisse White, owner of Cherisse's Hair Salon and Day Spa in Morgan Hill, California, aimed to turn her tiny, two-employee business into a full-service hair salon and day spa eight times its original size, she and her skin care therapist took a multi-pronged approach to attract and retain their ideal clients:

- She established a referral program that rewards clients with a \$10 gift of their choice every time they send in a friend and an additional \$30 gift for every three they refer.
- The therapist prepares for each day's clients by reviewing their records and planning how she'll upsell that client and which products she'll suggest. This gives her confidence in her recommendations and saves time during the client's visit.
- They joined Le Tips and the Chamber of Commerce for networking opportunities.
- The two sit down weekly to go over every goal—from retail and rebooking percentages to average ticket and new client numbers—and track the progress.

Nearly a year into her new, 2,400-squarefoot business with 12 employees, White is pleased with her decision to expand.





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years. Your clients can treat past damage as they help prevent future damage.