

pick and choose

how to find and keep the clients you really want

by Rosanne Ullman

even 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:

1. 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.

2. create a “my favorite client” statement. Identify your ideal clients not only by age, but also by gender, income level, profession, marital status, likes and dislikes, service preferences and retail tendencies. Be specific. Write it all down and consider what that client is looking for in a spa experience.

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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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.

4. 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 building a successful clientele.

