

# Retail REMEDIES

Teach your staff to recommend products instead of sell them and watch your revenue grow.



## Involve the client with the product during the consultation and service.

Encourage salon professionals to discuss the features and benefits of the products they are using. For example, a nail technician might say, “Mrs. Wilson, I’m using an exfoliator to remove dead skin so the moisturizer will penetrate more effectively. How does that feel? Now I’m using a moisturizer that will hydrate your hands without leaving a residue. How does that smell?” Asking these questions gets your client to acknowledge the products and respond favorably.

## After a one-minute retail recap, close the sale.

Ask your salon professionals to walk their clients to the desk at the end of the service and discuss the what, when, why and how of the products. Suggest closing the sale by saying, “These are the products I recommend. Which would you like to take with you?” A prescription or recommendation list and samples should go home with the client.

BY BRYAN DUROCHER

**YOUR CLIENTS WANT AND NEED** professional products for their hair, skin and nails and they’re going to buy them somewhere. Yet, you may find it challenging to motivate your staff to sell home maintenance. If you and your team are not maximizing your retail potential and servicing your clients’ needs, try these suggestions to up your revenue.

**Replace the word “sell” with “prescribe” or “recommend.”** Most salon professionals are not comfortable in what they perceive to be a sales role with clients—they often feel it compromises the art of their craft. They don’t realize they are already selling every day with their expertise and knowledge—otherwise no one would be in their room, at their station or in their chair. Changing the vocabulary changes the mindset and offers a comfort level.

**Try role playing.** Have your staff practice client recommendations with each other. Repetition takes the fear away, and prepared dialogues help them overcome objections.

**Offer your staff retail incentive programs.** Daily, weekly or monthly programs maintain momentum and work best. Some ideas:

- ▲ Salon/Spa Dollar Rewards Program: Award \$20 Salon/Spa Dollars when team members meet weekly service or retail goals, \$2 Salon/Spa Dollars for referrals and \$1 Salon/Spa Dollars for each client pre-booked. Have an auction at the end of your team meeting where staff can bid on items donated from your distributor such as nail tools, t-shirts, products, education CDs/DVDs, education passes.
- ▲ Other great retail incentives to win: free lunch, lattes, gift certificates, dinners, or weekends away at a B&B. ▶

Bryan Durocher is the founder of Durocher Enterprises which provides coaching, consulting, public relations and website/e-commerce development for salon and spa professionals. NCA members receive a 10% discount at [www.durocherenterprises.com](http://www.durocherenterprises.com).

