



## Retail Strategies that Produce Revenue

By **Bryan Durocher**

Retail sales offer the highest profit potential for spa and salon owners, and are an essential part of your business development. The holiday season will be here before you know it, and what better time to capitalize on retail opportunities? In essence, the goal should be for your service offerings to drive your product sales. Many clients will become loyal to the products they can purchase at your spa or salon, and will want to replicate and extend the service they received there.

Here are some retail questions that provide food for thought in assisting you to create a profitable retail culture for the holidays and beyond.

### Retail Identity

What is your business message and identity?

Do the retail lines you carry convey this?

How and why does your business Mission Statement align with your retail product selections?

What lasting impression do you want your customers to take away regarding your retail product offerings?



## "Makeup Artist to the Stars" Q & A with Eleanora Winslow

For more than 20 years, Eleanora Winslow (affectionately known as "Ms. Ellie") has perfected her craft in the motion picture industry and celebrity circles, working with such high-profile clients as Oprah Winfrey, Michael Caine, Queen Latifah, Tobey Maguire, Wesley Snipes, Lynn Redgrave, Richard Nixon, Delroy Lindo and Angela Bassett, to name just a few. She also has done makeup on the films *Cider House Rules*, *Jungle Fever*, *Beloved* and *Waiting to Exhale*.

**Q:** How did you get your start in the film industry?

**A:** I started in 1977 as a makeup artist behind the counter for Fashion Fair Cosmetics, the brand I was wearing at the time. My boss liked my business practice, and I joined him in New York



### Branding

- What do the products you carry say about your business?
- What do these offerings communicate about you?
- What do the other retail venues in your area that carry the same product lines as your business say about you?

- Are their standards and ethics the same as yours?
- Do the products you carry have visibly appealing packaging?
- Do they display well?

### Education/Incentives

Is your team knowledgeable about the retail lines you sell?

Do you schedule and provide ongoing education?

Have you established and implemented short- and long-term incentives to create excitement and produce sales?

Coming up with your own answers to these questions can help to clarify your retail goals. Without a strong focus and a clear game plan, your retail will never achieve the level where it could be.

Reach out to your team and ask for their feedback, solutions and ideas to help you build a retail culture where everyone can answer the previous questions and feel confident and proud of the lines they represent.

to promote a new line for Revlon. I made freelance contacts and was hired by Glemby Cosmetics as an esthetician and makeup artist. I always loved the artistry of makeup, so I kept up with that aspect of the business. I gained exposure in the fashion arena by working on photo shoots for Glemby. Through this progression I met and started working with political figures and getting some high-profile exposure. Shortly thereafter, I was hired to work for Lynn Redgrave when she was doing a cable talk show for *Weight Watchers* magazine. She later requested me to do her make up for an upcoming film, and my career began.

**Q:** What advice do you have for others who are trying to break into this industry?