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Circle Reader Service #138

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RETAILING by the Numbers

BY BRYAN DUROCHER



Durocher

Many salon technicians are not comfortable in what they perceive to be a sales role with their clients. They often feel it compromises the art of their craft. However, clients want and need product advice from the professional they trust with their nails, skin, and hair. The fact is, you sell your expertise and knowledge every day; otherwise there would be no one sitting in your chair. And remember if they are not getting recommendations from you, they are buying product somewhere else and it may not be the right product.

Your client's retail experience is a three-step process that begins during the service.

Step 1: During the Service. It is your responsibility to let your clients know the features and benefits of the products being used on them and why you are using them.

For instance as you perform a relaxing hand massage, discuss the merits of the exfoliator you are using.

"Mrs. Wilson, I am using an exfoliator to remove dead dry skin. This will allow the moisturizer to penetrate more effectively."

"How does that feel to you?"

"Are you using a 5-3 and 3-1 ratio for sales? If you put out five products, the client is most likely to buy three. If you put out three, she is likely to buy one."

"Now I am using a moisturizer for dry skin. It will hydrate your hands without feeling greasy or leaving a residue."

"How does that smell to you?"

It is important to ask these types of questions. It is the first stage of getting your client's acknowledgement of the products you are using and their positive reinforcement. Let the client hold the product, read the label, and take ownership of it.

Step 2: One-Minute Recap. At the end of the service, walk the client to the front desk and do a one-minute recap. This is the what, when, why, and how of the product you mentioned. Discuss advantages such as a larger size at an attractive price.

Step 3: Close the Sale. Close the sale by saying, "These are the products I recommend. Which of these would you like to take with you?" Whether or not the client makes a purchase, a prescription or recommendation list and samples should go home with the client. This package should look appealing. Step around the desk and hand the package to the client.

"When we recommend one retail product, we increase our chance of client retention by 30%. When we recommend two retail products, we increase our opportunity of client retention to 60%."

Retailing Pointers

- ✦ It's not your job to mind your clients' wallets; give them the opportunity to make their own decisions about purchasing products.
- ✦ Even if a client does say "no" the first time, it doesn't mean it is about you or your recommendation. A "no" today may be a "yes" the next time.
- ✦ Knowing your products is essential. Plan out a yearly service promotion calendar with your distributors. Have them come to the salon and educate on how to use the products.
- ✦ Role-play making client recommendations to take away the fear of speaking. Repetition will make your team comfortable. Empower the team with specific dialogue to use.
- ✦ Take the word "sales" out of your vocabulary and replace it with "recommend" or "advise."
- ✦ Every client should have a consultation. Client history should include likes, dislikes, and personal information.

Bryan Durocher is a salon coach and president of Durocher Enterprises. He can be contacted at (877) 596-0243 or through his website, www.durocherenterprises.com.

TIPS to Get the Register Ringing

"Sell is not a four-letter word — fear is," says salon retail guru Carol Phillips of Encompass One Marketing Group. Her CD, aptly titled "Sell Is Not a 4-Letter Word!" gives you practical, usable phrases and skills for making the cash register ring. Learn how to overcome the fear of selling, why shoppers say no to your suggestions, and three surefire ways to get clients to buy your products and services. For more information, visit www.encompassone.com or call (703) 753-8484.



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Salon coach Bryan Durocher advises clients — like Jerol Salon and Spa in Danville, Calif. — to maximize retail efforts through fun, short-term contests and games.

Retail Incentives Rev Up Team Spirits

Why do some salons' retail goods fly off the shelf while others' sit around collecting dust? It has to do, in large part, with the attitude and enthusiasm of each salon team member. To create interest and excitement from the outset, Ron Provenzano, owner of Naperville, Ill.-based Zano Salons, suggests involving your team in selecting any new retail product line so they have a stake in its success. "Once you narrow your choices, invite your team to take home potential products and play with them, then have them provide written feedback on a simple questionnaire," he says. Then, when a line is selected, enlist the aid of the manufacturer or distributor in providing promotional materials and samples. Get educators to hold an in-salon launch event to formally introduce the line to the staff, says Provenzano.

Reneé Borowy of VIP Salon and Spa in Riverview, Mich., reports having a great day recently when a vendor came in and sponsored retail contests around a particular product line. "The first person to sell this product to a client received \$20. Then, at the end of a undisclosed period of time, the last person to sell a product won a larger dollar prize," recalls Borowy. Customers were able to participate as well. They put their name in a box to win a large gift basket and to pop a balloon with a percentage off their purchase that day. "The day was not only fun for our techs, but the customers loved it too and we tripled our daily retail numbers!" says Borowy.

Salon coach Bryan Durocher of Durocher Enterprises agrees that games and contests are a great way to get your staff excited and maximize your retail sales. He recommends short-term contests because it's easier to maintain focus. "Programs that are daily, weekly, or monthly at the longest work best," he says.

Durocher urges salon owners to set up a "salon dollars" incentive program that rewards individuals for meeting their performance goals in retailing as well as other areas of performance. For instance, staff members who meet their weekly retail goals would earn 20 salon dollars. The same would hold true if they meet weekly service sales goals. Referrals and pre-booking would also be rewarded with salon dollars. Then, at the end of a regular team meeting, have an auction where staff can bid on items using their earned in-store dollars. Partner with distributors to give you prizes like nail tools, T-shirts, product, educational CD/DVDs, and show passes.