

Boost your Facial & Retail Business

Written by Sharyn Raiti, Mentor Management – Coach.Trainer.Presenter

Autumn is that time of year where outside the trees start to lose their leaves our bodies start to prepare for the cooler months ahead – it's also when our waxing business starts to slow & our clients start to cover up. Autumn is the perfect opportunity to convert your waxing customers into the facial cubicles to grow your signature services & boost your retail sales – keep them coming in the door & your business moving forward. Converting clients into the facial treatment room requires careful preparation with creative forward planning & the training of your therapists to ensure confidence is essential.

Creating Your Autumn Planner

1. Pre-preparation

Familiarise yourself with your treatment breakdown overall, where is your business coming from? Which employees promote which services & why? Are they lacking confidence that they stay in the same service area or are they just going with what is booked into their appointment schedule? Do they require training to boost confidence?

After the analysis you may be surprised to see that your facials are a small percentage of your business & this may also reflect low retail sales of skincare – let's face it it's easier to sell skincare to a client who is having a facial.

Share the percentage breakdown of treatments with your therapists & use this information as a tool to show them the progression after the facial promotion.

The next step is you need to decide how much growth you would like to see in your facial business? How much extra retail can be sold as a result? How much can you afford to spend to reward yourself & your team when the outcome is achieved?

Your focus creates action & the next step is to include your team in your plan.

2. Including your team in the plan.

Set a date for a team meeting & show everyone the current service results – use your computer to show a visual breakdown of draw a pie graph to represent the actuals. Put forward the idea to increase the number of facials performed in the salon & ask your team to put forward their ideas on how this might be possible. If your therapists

share in the initial stages of the facial focus you are more likely to see the expected outcome & everyone will work to the common goal. Ask the team what is realistic in terms of conversion & how they would like to be rewarded upon achievement? Set specific time frames so everyone understands when the goal needs to be met. Does anyone require more training – can they perform all facials on your menu & not just go through the motions but really deliver a facial that is memorable – a true point of difference. Are your therapists confident to diagnose & accurately prescribe homecare?

Be sure to set specific facial & retail goals – make it visual so that everyone can see the progression at a glance & keeps the motivation rolling. List the incentives near the goal chart or get the team to cut out pictures that represent their incentives!

Training your therapists to talk positively to their clients is a vital part of the success of the facial drive & the following statements have been tried & tested & have proven to make the conversion of clients into the facial cubicle easier:

- “You have been having your waxing done with me for some time now – I’d love to do a facial for you – **Let me show you how good I am**”
- You know how you said you are stressed & tired – a facial is a wonderful experience for you to reduce stress, re-energise & relax you!
- I am not sure if you aware but I specialise in facials, would you like to experience how good my facials are?
- You mentioned you are concerned with ageing – let me do a specialised facial that really makes a difference to the aging process.
- If you have not experienced the amazing benefits of a facial you are really missing out! Let me book you in today....
- Ask your therapists to design their own statements....

3. How will you promote your facials?

Here are 3 sure ways to increase your facial business.

Idea 1:

Autumn is ideal for selling pre paid courses of facials, peeling treatments to gain repeat business & to create a routine for your client – you decide the frequency of the treatments based on the skin type, skin condition & results required.

I always like to tell the story remember about the day I had been to see my specialist beauty therapist & after my lovely treatment I dreamily returned to reception to pay for the treatment & sitting on the counter was a beautiful frame that was promoting courses of treatments. The therapist didn't bring this to my attention & I had never bought treatments like this in the past but I decided to buy a course of 10 treatments on the spot especially after the great experience I had just received. Imagine the owner's delight to see her therapist's sales results for the week & prepaid always creates commitment – straight after a treatment is a great time to 'soft' sell when your clients are relaxed & we all know that emotion is the key factor that makes people buy a service or product.

Therefore try advertising your treatment courses at your front counter & even laminate a copy of the courses & place on the beds in the cubicles where your client has to read the information & shift it off the bed before lying down. This is a subtle yet effective approach to capture your client's attention.

Idea 2:

Pamper packages are always popular but remember to value add & not to discount. Call your packages & facials interesting names to step away from your normal treatment menu & to create renewed interest. Your therapists & your clients get bored with same old services so this is the perfect time to get creative & revamp your facials. At this time of year use wording like: Renewal, Refresh as they are ideal to connect with the time of year. Also with Easter looming use wording around Holiday Pamper Packages & Take Time Out & Detoxing are suitable attention grabbers.

Idea 3:

Dust off that expensive piece of equipment that is just sitting in the corner & relaunch it with pizzazz. Often equipment gets overlooked & your clients don't know it even exists & your staff don't know how to use it – perfect! If it's a galvanic machine design a treatment around infusion to help mature skins, problematic or whatever the machine is ideal for. Keep it simple by stating the benefits – this is what results the client can expect & why they should invest in the service. Always train your team to use the piece with confidence, get them involved with the relaunch & show them ways to promote the benefits as well.

Additional ideas to continually move forward always remember to:

- Attend women's networking functions to fly your flag & make yourself known
Collect customer information – name, address, email, phone, birthday, website, etc
- Business Cards – always have them on you, give to friends & family to promote you
- Link with other like minded businesses that will refer you
- Create a Referral System – refer a friend & receive a treatment
- Newsletters – email or send bimonthly or quarterly
- Hold mini skincare/makeup workshops in your cubicles
- Press Releases – link up with local paper, create a call to action
- Speak at local clubs, schools, functions about the benefits of facials & skincare
- Improve your signage to reflect the services you offer - externally & internally
- Connect with Fashion parades in your area – offer a facial package
- Remember special events & give a special facial offer ie: Birthday Mailers
- Be sure your window displays promote your product & services.
- Surveys – what do your customers like about your services –what could improve?
- On-hold Messages – promote your business facial specials
- Keep a scrap book of your promotional offers to refer back to what works, include date & responses. Was it a success or not? Measure your results & stop running advertising that doesn't work.

The sky is the limit when it comes to promoting your business & with all the above steps in place stand proud & watch your facial & retail business soar.....



Sharyn Raiti is the director of **Mentor Management** & offers industry specific Business Coaching & Training to assist with team building & business development. **Mentor Management** offers special packages tailored to suit the individual needs of your business. Sharyn has formal qualifications in Training, Coaching & Beauty Therapy with over 20 years experience. **Contact Sharyn on 0410 691 910** or sharyn@mentormanagement.com.au or visit www.mentormanagement.com.au,