

## **Shake Up Your Database**

Have you looked at the **goldmine** that is sitting behind the screen of your computer recently? Do you realise the true value of your customer database? When was the last time you really made your database work for you? Many make the mistake of getting caught up in the **busy** of the working day & never quite get to the chore of the database. If you consider that there are really only 2 ways to make money – Marketing & Sales – both of which are driven by a customer - would you perhaps reconsider what is priority? If you could increase your profit simply by regular contact with your current customer details you have stored would that be of interest? Your customers need to know that you are interested & now more than ever it's time to shake up your database & explore the potential of what you already have sitting in the palm of your hand.

### **The Value of an Existing Customer**

As a business coach I see many beauty businesses spending loads of money seeking new clients – letterbox drops, paper advertising, cinema advertising – you name it & they are trying it & usually without a planned budget. The outcome however is only as good as the promotional offer, the way it has been written and knockout factor it has to draw new customers. Some will be interested if the offer is good- so we acquire some valuable new clients – which is of course really great. What happens from here is alarming – after they have had the promotional offer, filled out the consultation sheet we let them slip out the door – barely contacted ever again. The cost of letting your new customer disappear is massive – a lot of hard work & money has just been wasted. So here we are again the appointment schedule is still empty & so the search for more new customers starts again. New clients are very important in any business but don't overlook the value an existing customer that has already been in, had an experience & just needs to be reawakened to what is possible in your business.

### **Strategic Planning**

Every good business has a strategic marketing plan that is forward planned up to six months in advance & outlines how they will best drive their database to keep existing clients. Our customers want to know they are thought about, valued & that you have something to offer them or they will keep searching for someone who will. Remember some of the best ways to show people that they are remembered is to record a few personal details so you can remember to ask them when you next see them. Here are just a few simple ways to shake up your database to get things rolling:

## **Create a reason to be in contact**

Your clients should be contacted at least every 30 days or you will most likely lose them. Make a plan to address various areas of your database, to communicate with everyone to make sure valued customers are never overlooked. Keep records of what you do & what response you receive. Choose your method of communication wisely & see what works best. When it works for you two words of advice – keep doing it!

## **Newsletters**

Time is the biggest downfall of the modern world so newsletters need to be simple & to the point, they must take no longer than 1 minute to read & speak directly to the customer in a friendly manner – as if the letter is written especially for them. Newsletters are great every month or bi-monthly if you are very active with other methods of database activity.

**Birthday Mail outs** – So basic yet so valued - remember to collect customer birthday details – at the beginning of each month send out a special card to all customers who have a birthday during that month recognise their special day. Offer a special offer to treat them & celebrate during the month of their birthday. Make the special offer available when they have something else – e.g.: receive a complimentary peel valued at \$59 with your next facial. The peel is done during the facial & is still done within the same timeframe so the cost to you is minimal but the value to the customer is exceptional. The personal approach shows we care.

**Refer a friend** – if your existing customers are returning there is a good chance that they like what you do, so why not ask them to help you grow your customer base. Often our customers think we are so busy & don't think to send more people our way so here are 3 simple ways to encourage them.

- Ask them! By simply saying “we are looking to grow our customer base do you have any friends you would like to refer to us?”
- Have a flyer framed and placed in reception that announces a ‘Refer a Friend’ offer. The offer could be as simple as “for every new client you refer receive a \$10 voucher to use towards any treatment”
- Do a mail-out or handout Refer a Friend cards with a similar offer.

## **We have missed you**

We already know that our customers need to be contacted at least every 30 days so it goes without saying that we would miss them if they didn't come to see us regularly. Keep an eye on who hasn't returned & send a ‘we have missed you’

voucher to bring them back in after 3 months. Offer a great once off offer that has a 2 – 4 week expiry to get an immediate call to action. Remember to record your outcome.

### **Do you know your top 20% of customers?**

These are your customers that spend the most money by frequenting your business and keep your business alive. How well do you value them – what do you do for them that is over and above the norm? Your top customers should be given certain privileges – let them know about special events & special offers first, give them extra value at strategic times of the year e.g. – their birthday & Christmas. Keep them excited so they never leave by creating new treatments & offering these to them first. Show them any new product arrivals – **first** at a private viewing. These customers are your core business and must be treated with extreme care and value. No need to go over the top and nothing needs to be done for free – by thinking about how you place your customers in terms of priority are the small details that make the big financial difference in your business and how loyal they will continue to be.

The above mentioned are only a few small ways that drive your business forward & will shake up your database, but certainly not the whole picture – well planned database activity is vital to push your business forward and should never be left to chance or left to last. Remember there are only 2 ways to make money – Marketing & Sales & this relates to a customer – so is it time to reawaken your?

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