

The Christmas Kiss

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We all love Christmas....don't we...? Family, friends, indulgence.....yes, it's that time of year again where the tidal wave of demands will hit our personal & business lives with high force & we need to welcome it with a vengeance. It's our peak trading period & it's our time to capitalise on the shoppers in our salons & to alert our entire data base that they need to come to us for services, products, gift vouchers & gift ideas. While the Xmas frenzy is on auto pilot – we must remember our hard working therapists who are torn between back to back appointments, customer stress, making targets, rebooking & dealing with their own festive lives – the demand is high & their needs must be considered. This article, 'The Christmas Kiss' is dedicated to supporting & taking care of your therapists but also to maximising the opportunity that Christmas presents from a financial point of view.

Here are the **'Top 9' kisses** for a smooth Christmas

1. Know your business facts & figures

Check last years figures, services performed, retail sold, customer numbers, customer average spend & gift voucher sales. How much will you increase this year – set new targets to stretch you & your therapists to the next level of achievement. Create a specific focus, call a team meeting so your therapists are in the loop of what is happening this Christmas & they know what you are striving for & how they can be involved. Create a sense of ownership among your team or you will find you will be loaded with the strain of Christmas all on your own!

2. Create new incentives for Therapists

Our therapists get bored easily so now is the time to refresh incentives & goals inline with our financial expectations. Whatever the usual incentives are in your salon – put them to the side for Christmas & implement Mentor Management's 'Adrenalin Incentives' to get their head spinning & focused on what they will receive if they go the extra mile this festive season. 'Adrenalin Incentives' create an adrenalin rush & we all know that feels good – we are alert & excited – exactly what we are seeking with our therapists at this time of year. Some ideas for the Adrenalin Incentives are: Tiffany Vouchers, 6 months of car washes, house cleaner for a month, 6 months of massage, hire a sports car for a weekend. The Adrenalin incentives are set as tiered achievements & the sky is the limit for high achievers. It's important with incentives that you carefully check your finances & what income is needed so that you know how much the therapists need to make before you can give them the reward.

3. Train your therapists

Train them on everything to cope with the Christmas workload. Ask them what is needed to help them through this draining time of year – draw up a list that is brainstormed from the team & then together plan the solutions to deal with all the concerns. Training is an investment – take the time to plan what's needed to ensure you make best use of your time & resources. Train them how to sell gift vouchers, not just wait for the sale – how to up-sell & use the Powerbooking concept. Maximise opportunity, plan the outcome of the day & go for it – no relying on what the appointment schedule dictates – create 'business therapists' not bored therapists.

4. Time out & time on

Are your rosters sorted for the Christmas period – look at last years schedule & decide what worked & what didn't – what needs to be done differently this year? Be mindful of exhaustion levels of your therapists & allocate shifts with them in mind - best you can at this crazy time of year! Who needs a holiday & when – set these in your plan so your team know they will get a break after the hectic time that will be experienced at this time of year. They will be more at ease if they can see rejuvenation for them on the horizon – talk to your therapists, care about their needs.

5. Get your Customers onboard

Communicate to your entire database that you have Christmas taken care of at your salon – what's happening in your store to bring them in? Are you selling gift vouchers that are enticing – good value & beautifully wrapped? The male customer is desperate for a gift that is easy yet thoughtful – have you been to see the local men in your area to tell them that you are able to take care of everything for them this Christmas? Get out from behind your salon doors & go & get your potential customers – rattle them to remind them that you exist.

6. Get your Customers back

What are you planning to do to bring clients back in January? You need to create a Customer Goal Sheet to get them thinking long term about there needs at your salon. Customers are looking for guidance – yours....what do they need to do, when do they need to do it & with what? Plan their future needs & lock them in - sell courses of treatments & tell them what you want them to do. Take control & watch your customer's line up for more.

7. Create a sales environment

Stock sells stock – create a well displayed sales area with interest so your customers will think that you are in the business of sales. When you purchase Christmas packs from your product suppliers divide them up between your therapists so they are responsible for selling their share & this keeps them driven to sell their allocation. Pre-selling over the phone to their customers is a quick & easy way to move their allocation with confidence. Once they are all sold don't be afraid to re-order more packs & drive your team towards the 'Adrenalin incentive' of their choice! Create gift 'hotspots' – gift giving ideas under \$20 or \$50 – look at what is being done in the larger retail outlets – they are not shy when it comes to alerting the consumer to spend their money with them. Do you have a gift vouchers sold here sign in your reception, front window, outside the salon, cubicles – send the message to your customers so that they will think to stop & buy from you.

8. Display with impact

Choose your Christmas decorations wisely – minimal & with style – emphasis needs to be on what you are selling not hidden behind dated decorations that are old & uninspiring. Is tinsel still really your image? Ask someone you trust with a fresh pair of eyes to give you some feedback about your current Christmas image – be okay with their honest opinion.

9. Christmas packages

Pamper Packages are old & dated so I hear.....but then I am also told that they sell! Customers do want 'Pamper Packages' but they want them with a fresh approach – think Holiday packages where they are themed around a holiday adventure – The Bali Bliss, The French Experience, A Roman Holiday, Fijian Paradise – get creative with theme's & gain their interest. Always add a little value & never discount your services at this time of year.

Be sure to implement all '**9 Christmas Kisses**' & take full advantage of this time of year to make some well deserved additional income but be sure to look after your therapists with care & consideration. Remember once you were an employee too!



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