



BEAUTY & TRAINING



RETAILING



Retailing products and services is a very important aspect of salon operations.



Profits made on the sales of make the business successful, they also contribute to the wages of the employees.



It is usual for staff to be paid a special rate of commission for retail sales on top of their basic wage.

Retail & Profits

What is the purpose of a retail display?

- To create interest in your products, stock.
- To enable clients to purchase items recommended to them
- Show clients what you have on offer/ promotions.
- To create retail opportunities.





What information is required for retail displays?

- Promotion details
- Price of products or treatments
- Benefits & features

Find out exactly what your clients needs

Use open-ended questions

How do you normally look after your skin?

Give your client advice

Using this exfoliator will help prevent further blockages by removing dead skin cells, resulting in healthy, smoother looking skin.

Smile

Talk confidently and positively about the products you have chosen. Never use words like CHEAP or EXPENSIVE.

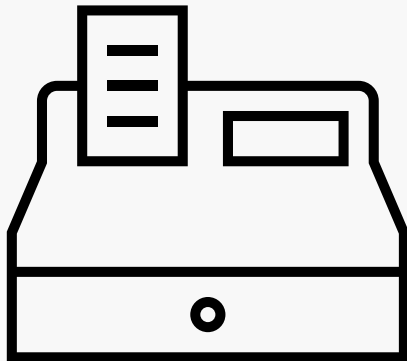
Give after care advice

Explain how to use the products. Let them feel, smell or hold the products.



When is a good time to recommend new products & services?

- When in reception
- If they enquire whilst on the phone
- During the consultation
- During the treatment
- During aftercare advice
- During a promotional event / evening
- When testing products from a display stand



How can you tell if a client is interested in buying?

- They show positive body language
- They may ask questions
- They may hold/try/touch a product
- They enquire about the price
- They may get their purse out

Legal requirements

- Clients have the right to return a product.
- Any issues can be taken up with the supplier.
- Must not be misleading.
- Must be safe and suitable for use.

Features vs. Benefits



Features

Show facts

Benefits

Show the advantages
of those facts

Features and benefits

■ Feature

The uniqueness or individuality of a product or service e.g. new technology in the ingredient formulation.

■ Benefit

The gain to be made by the client from using the product or service.



What is the benefit of promotions?

- It will increase revenue
- Maintain your business



Calendar Promotional Events

- Christmas
- Valentines
- Mothers day
- Fathers day
- Holidays / Vacations
- Halloween

