

# **CHAPTER 9**

# **IMPLEMENT SALESMANSHIP**



The Trainer will ask any three Trainees to share their personal experience, where they were convinced by any beauty therapist/ Beautician to avail a service which they did not ask for. The trainees will enact the situation.

## **Salesmanship**

Salesmanship is the utilization of one's skill of persuading people to buy or to do something. The professional goes through a series of negotiating, emphasizing, inducing towards making the prospective buyer taking the purchase decision in favour of the product offered. Salesmanship quality is beneficial for the consumers in making the proper purchase decisions. A sales representative gives the consumers appropriate information about the product, the right usage and other competing products of the market

### **9.1 Essential requisites of effective Salesmanship**

#### **9.1.1 Knowledge of product and services**

In beauty sector, it is very essential for a Beauty Therapists to have full knowledge of the products. The person needs to have all the facts and information at their fingertips regarding the company profile, ingredients used, manufacturing and expiring details of the product. Among the areas of product knowledge, ingredients are the most essential one for a Beauty Therapist. Customers with sensitive skin are often allergic to a variety of products and to handle such situations the beauty therapist



Salesmanship can be implemented during services as well, for example: if a customer has come down for a skin treatment, then the customer could be approached for nail care as well. While most of the times, customers realize the need and opt for these services, it is to be kept in mind that clients should not feel forced or harassed for any products or services.

## **9.2 Selling and Upselling in a Salon**

In a salon, the customer comes first. You have to give your customers what they want and keep them contented so that they keep returning for your services. However, in order to make a salon every staff member needs to contribute to the revenue by selling and upselling services and products. Keeping the customers happy and returning is one way to make a profit, but another way is to cross-sell the salon products and services. While this marketing method is really beneficial, in the end, beneficial to the customers too, cross-selling does not mean manipulating or tricking customers by availing genuine and helpful products to the customers. Every salon benefits from cross-selling as they correctly use some of the best practices for cross-selling.

## **9.3 Set up an Eye-Catching Display**

One of the easiest ways to sell a product is by displaying it well in a showcase. An beautiful display of salon products, either in a window or toward the front of your store, is an assured way to grab attention and get customers thinking about it. Alternatively, if they are already intent on buying, the showcase simply brings to their attention if the product is within the store. Make sure your display should be eye-catching, well-organized, and well-stocked and well-maintained.





## **9.4 Properly Train Staff to Cross Sell and Upsell**

staff members should be properly trained to Cross sell and Upsell. When a customer asks you question or for a recommendation about one of your salon products or services, one should be able answer them without hesitation. Each of the staff members should have complete knowledge of potent products so that they can help customers naturally and easily. Salon owners should provide training new employees so they have a complete knowledge of all the different products available to order to customers looking for something beyond services. Another good way to know your salon products a use them. Regular use of the products allows the staff to recommend them better. Employees should also be trained not just in product knowledge, but actual sales techniques. The newhired staff should also be trained on the product and sales with proper communication and positattitude. They should not hesitate to greet customers and offer items through Cross selling. Service oprior appointment should be practiced to render quality service.

### **9.4.1 Few techniques for Upselling:**

Hair stylists are probably familiar in suggesting hair colour to people receiving haircuts or suggesting more complex colour solutions, but do they suggest nail, facial, or massage services? Do the nai technicians refer clients for haircuts or Wax services? Another technique for upselling salon services is to make sure that you have different levels of serviceavailable. Instead of simply offering a Pedicure, offer a Manicure/Pedicure package and a variety d Deluxe Manicure/Pedicure services. Instead of offering a Facial, offer a "basic Facial" and several more Deluxe services. Having a range of available services allows

### **9.4.2 Networking:**

In the age of networking it is extremely important to maintain a good rapport with the customers. Add their numbers on Whatsapp add them on Facebook to maintain a liaison. Send them bulk messages on new offers or invite them for any service launch or events. Give handbill on the products and services of the Salon to each customer. Children should be delighted with a token of gift/ Lozenge or something similar. The time the clients spend at the waiting area for their service is a perfect chance to catch the attention towards their services and products. Hence, the Salon brochure must be displayed well or even handed to them to flip through. An exchange of smile and "how do you do?" with a subtle gesture with glass of water impresses any client.

### **3.5 Characteristics of good Salesmanship**

\*cational Society. Establishing good relationship with a variety of people. Learning quickly and adapting smoothly. Planning and efficiently managing time and efforts. • Working hard to achieve goals with dedication to provide long-term service . Communicating clearly both in speech and in writing Thinking analytically and learning to break problems down to their basic components.

- Performing consistent both in quality and quantity
- Persisting steadily towards goals and not giving up easily
- Possessing and living up to high moral characteristics that make people admire, respect and trust.





## 9.6 Quality of a good salesman

Knowledge of sales promotion schemes  
motivation and behaviour.

Ability to analyse customer's

Effectivel communication.

Able to listen and understand customer's location and merchandise.

Competency in explaining and demonstrating the products

Skill in assessing customers' preference

Able of displaying goods and packing the products

Understand what the buyer wants

Sell in a buyer-responsive manner.

- Use psychology to engage the buyer.
- . Establish trust with the buyer Communicate succinctly
- Act on what the customer is saying
  - Demonstrate subject matter expertise Help (as opposed to close) their prospects
  - Tell really compelling stories
  - Socially active with target buyers Personalize their interactions
  - Use a variety of marketing skills
  - Help prospects achieve next steps
  - Are more productive because of sales technology
  - Tie daily activities to quota achievement
  - Manage their pipeline like a portfolio

