



## HOW TO PRESENT THE PRICE SHEET

Once you have concluded the tour and you reach the sales counter you will pull out 'both price sheets' and say exactly this:

**"The best benefit to our customers is the fact that BOGO Tanning will never be beat on price when comparing "apples to apples" or "like type equipment to like type equipment". We shop our competition locally and nationally and on average we are 20% less expensive than any competitor. It's my job to show you the best values and to assist you in picking what fits your budget so that you are comfortable with your purchase decision."**

**"As you can see we have two price menus. (You must be holding them both up!) This normal one is BOGO Tanning's standard pricing and this special one is our 25% off friends and family menu which is part of our loyalty reward program normally reserved for customers who have been with BOGO Tanning for at least a year. However our owner allows me to offer new customers on their very first visit the friends and family menu which provides a 25% savings as a special welcome to our salon! Does that sound good?"**

*(You ask this question so that you get an indication that your customer understands you are doing them a favor.)*

**TRIAL CLOSE...**



“Most people tan a couple times per week to maintain their color and offset Vitamin D deficiency so as long as **you tan at least once per week or 4 times per month** you will save a lot of money by purchasing a **Membership**. The reason being is that the more times you tan per month the **lower the actual cost per tan** becomes.”

“The **best values** are the **12 Month BOGO Hopper Memberships**. These special memberships allow our members to pay their dues monthly instead of in big installments. The **most important benefit** of the BOGO Hopper membership is that the monthly membership cost is much lower than purchasing one month at a time. It’s very similar to the Costco principle where the longer membership period you choose the less it costs per month. For example the price per month at the Diamond level goes down from \$189 monthly to \$119 per month with this choice (point at the 12 month Diamond \$119 option).” “That’s an annual savings of nearly \$900!

Additionally as a special benefit; members **receive half off on pretty much everything in our salon, such as lotions, spray tans and bed upgrades**. BOGO Hopper memberships also provide unlimited tanning access to any of our 7 BOGO Tanning locations making it the only type of membership that can be used at multiple BOGO Tannings. Single month memberships and sessions can only be used at the location they were purchased from. All in all this is a reward program that most of our customers find very appealing. Which level would you like to sign up for today?”



*Let your customer choose the level they are comfortable with but feel free to reiterate the performance and health factors associated with higher level beds if they choose anything lower than the Diamond level. Also mention that it is only \$1 more per day to join the next level up.*

**IF and ONLY IF** the customer expresses a certainty that they won't be tanning often enough to make a membership purchase a good value, **THEN** you may present the **Session section** on the price sheet to your customer. You will make the following statements while **pointing with your finger** at each level of higher percentage savings:

**"We also offer Tanning Sessions which can be shared with friends and family as long as you purchase 20 sessions or more. Savings are based on the bulk pricing concept, just like with Costco so basically, the more you spend initially the more money you save in the long run. So would you like to save the most money by purchasing the 30 Session package today?"**

*(Point at the \$545 option and stop talking.)*