

How to Give a Tour of the Salon:



After determining your customer is new to the salon, and they have filled out our client data card, the first and most important sentence out of your mouth must be **“Allow me to show you our tanning options”** at which point you will immediately start walking from behind the sales counter towards the tanning bed options. The customer will follow you if you use this exact phrase which is inviting and not even a question which could have resulted in a “no thank you I just want to see the prices.” It’s very hard to recover from that.

1. The first thing you must remember is we NEVER talk numbers on the carpet. ONLY talk numbers on the on the tile. If a customer ever asks you during the tour how much the specific bed costs. To overcome this objection say something like this, “I know you have a lot of questions about our prices, but we have many different levels of tanning here and I would like to show everything before discussing the cost, but I’m definitely going to take care of you (do the two finger arm waive), come with me and I will show you the next bed.”
2. When you start the tour we always start at our lowest end bed and then work our way up. First bed you will show the customer is the BRONZE level tanning bed. You will talk about a few different features of this tanning bed. Explain to the customer the number of LAMPS in the bed, the amount of wattage per lamp in the bed, and the total tan time. FOR EXAMPLE: At the Tualatin location the BRONZE level tanning bed is Room 7 Molokai, its 38 Lamps, 160-watts per lamp with reflectors on the top and bottom, and it’s a 7 minute total time bed.
3. After showing the BRONZE level tanning bed, you will then show the customer the Silver, Gold, Platinum, and Diamond tanning beds. Explain the number of lamps, wattage per lamp, and total time for each bed. You can even say something to the customer like “and whatever we do today for you, I will be sure to throw a couple of these in for you to try for free.” We want to see their reaction to that, and move on to the next level. When you offer these freebies to the client this is called a trial close, and this is very important when selling a tanning package to the customer because you will know how serious they are about getting tan, and everyone loves to get a few free things!
4. After the Bronze, Silver, Gold, Diamond, and Platinum units have been shown to the customer be sure to discuss the other amenities our salons have to offer. Each salon has a Versa Spa sunless tanning spray booth, which are transferable to each location for no extra charge (NO OTHER SALON OFFERS THIS TO CUSTOMERS SO BE SURE TO MENTION THIS). Versa Spa delivers a perfectly even bronze tan that lasts a week or more, and

looks very natural; it gives that airbrush tan look. We offer 3 different levels of color for the Versa Spa, and we will find the perfect one to match your skin type.

5. Once you've explained the Versa Spa to your customer, explain the fit wrap unit to them. The Fit Wrap offers 20, 40, and 60 minute sessions to help your body burn up to 1,400 calories per session, and helps you lose inches!
6. Next, explain the LUMI bed. The LUMI bed is amazing. It consists of Red LED lights that DON'T TAN YOU INSTEAD the LED lights penetrate 633 nanometers into your skin to help energize your skin cells growth. The red light therapy lumi bed helps reproduce the collagen and elastin in your skin to help reduce fine lines, wrinkles, cellulite, stretch marks, scarring, acne, psoriasis, and eczema and many other skin conditions. This bed helps tighten and tone the body to help you look good, but it makes you feel even better.
7. Even if your salon doesn't offer certain amenities always inform the customer about the other services we offer at our Med Spa locations. Explain to the customer the Laser hair removal treatments we offer, Vela Shape, and Microdermabrasion.
8. Once the tour has concluded make your way back up to the counter and close the deal.

REMEMBER YOUR ABC'S: ALWAYS BE CLOSING!!!!