



The Beauty Biz Agency

WHERE BEAUTY MEETS BUSINESS BRILLIANCE

THE INCOME ACCELERATOR: BOOST YOUR SALON REVENUE TODAY

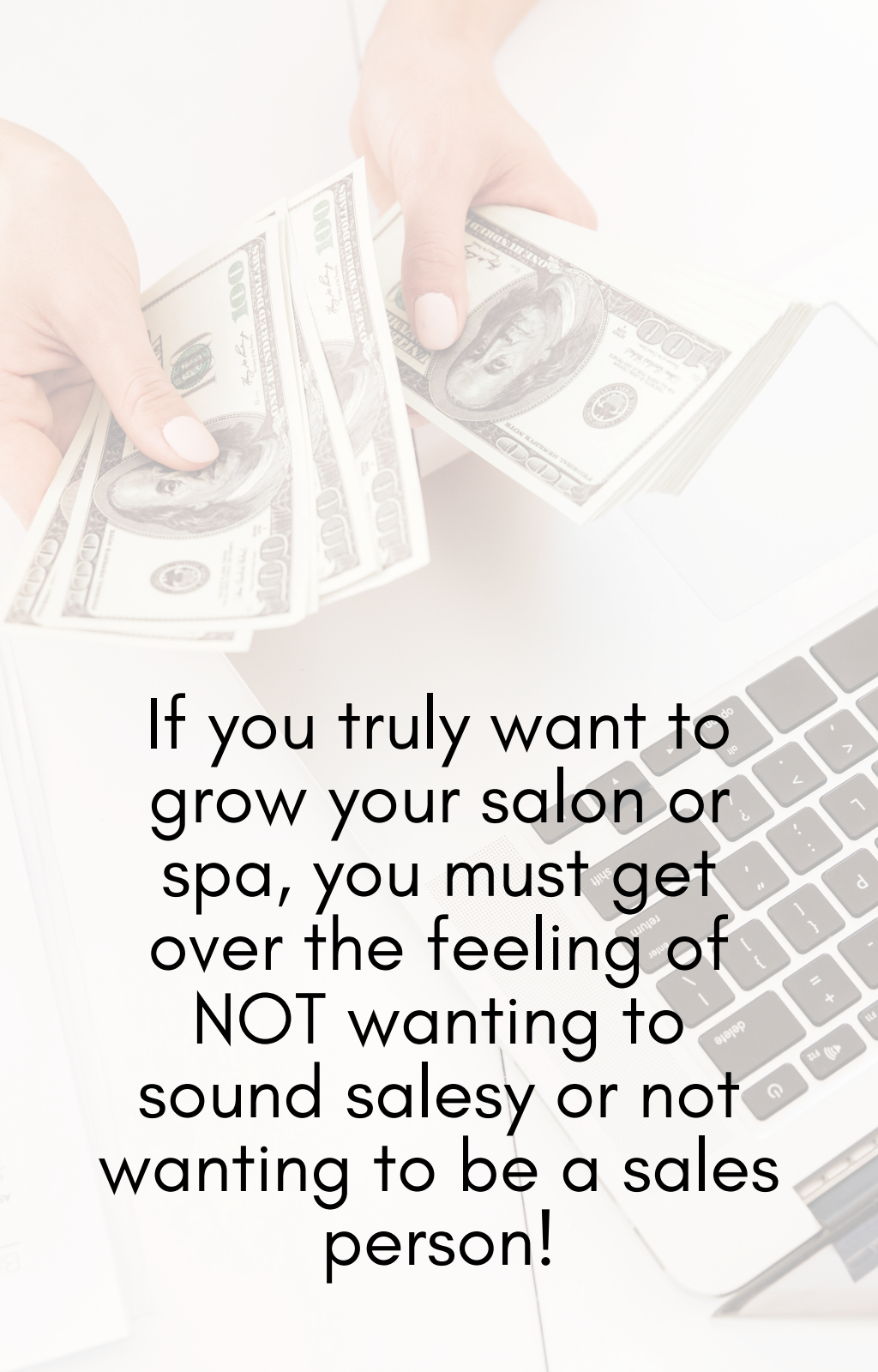


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DON'T BE A BAD SALESPERSON:

Maximizing client spend involves three factors:
services, retail products, and creating a client journey.

Covering all three can significantly boost your revenue and profit!



If you truly want to grow your salon or spa, you must get over the feeling of NOT wanting to sound salesy or not wanting to be a sales person!

**It's time to let go of your ego
and set bold goals.**

**Increasing salon and spa
sales relies on many things
but building strong client
relationships, is definitely at
the top!**

What does that entail?

**It means being professional
and ditching negative and
small talk.**

**Instead, invest your time
with each guest by giving
them your expertise,
knowledge and professional
recommendations.**

**Put true care into each and
every service that you give!**

PROVIDE AN AMAZING GUEST EXPERIENCE

Your guest should not just receive a service, they should receive a FULL EXPERIENCE! This means they should be taken care of from the time they enter your studio until they return for their next reservation.

Yep, you heard me right!

At home maintenance is a HUGE part of this.

Failing to prescribe retail not only hinders your sales, but also does a dis-service to the client.

You must commit to providing an amazing guest experience journey to each and every client you service!



LEAD BY EXAMPLE

As a salon owner or spa owner it is crucial that you consistently proactively lead your team!,

If you are still performing services, set the example for your team by increasing your service and retail sales, increasing your productivity and pre-book percentages, filling your schedule, and then focus on training your team to follow your lead.

If you are not providing services, it is vital that you coach your team members consistently on how to grow their service revenue, retail sales, clientele, etc.



A STELLAR SALES STRATEGY

In order to capitalize in every way, you must have a stellar sales strategy in place. Here are a few things that to keep in mind:

THE CONSULTATION:

Your initial consultation is crucial for understanding your client's goals and recommending the right services and products. Consultations should be thorough and consistent with each and every guest! This is your opportunity to provide immense value to your guest

UPSELLS & ADD-ONS

Encourage clients to try new services or products to keep them excited and engaged. Learning to entice your guests will keep them coming back for more on a consistent basis.

RETAIL & AT HOME CARE

Start discussing at home maintenance and routines during the consultation and throughout the service, don't wait until the point of sale. It's important that you address your clients' needs and explain the benefits of professional products. Remember, they come to you because you are the expert, so give them expert advice!

RETENTION & PRE-BOOKING

Ensure clients pre-book their next reservation before leaving the salon or spa. Once again, DO NOT wait until the end of the service. Take time during the service to chat about rebooking and solidify a date and time before the service ends. Allowing guests to stretch out their reservations can cost you a TON of money!


GETTING YOUR TEAM ON BOARD

TEAM CULTURE & MOTIVATION

Motivating your team is one of the most important tasks that you can do as a salon or spa owner. This will decrease employee turnover which can affect your financials in a very negative way! In order to get your team living your studio culture and keep them thriving you need to implement several strategies! Some great things to keep in mind are: Employee growth plans, incentives & rewards, etc.

It is vital that you truly understand the needs, dreams and desires of your team members, if you want them to be on board and stay motivated!



A woman is sitting in a salon chair, and a hairdresser is standing behind her, using a hairbrush and a hairdryer to style her hair. The background is a blurred salon interior with warm lighting and string lights.

Within the beauty industry, success hinges on several vital elements.

Exceptional service, the art of boosting sales, retaining loyal clients, and inspiring your team all play pivotal roles.

By excelling in these areas, you'll not only keep your clients satisfied but also inspire loyalty and referrals. Additionally, a motivated and skilled team will work together harmoniously to ensure your salon or spa thrives, creating a win-win situation for everyone involved in your business.

THANK YOU!

We hope you enjoyed this free resource.

If you're ready to turn your salon into a profit powerhouse, let us help.

Book your free strategy call today and take the first step toward transforming your business.

Click [HERE](#) to schedule your call!

Let's create the salon and future you've been working toward.



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