

THE IMPORTANCE OF RETAILING?

Why are some salons more successful at retailing products than others of equal size and/or geographical location?

Every salon, no matter what it's size or location, has the potential to increase their profits or turnover by 50% from retailing.

A key problem is that most technicians or therapists are afraid to retail and/or feel suspicious that suppliers are just trying to make more money out of them. However, this couldn't be further from the truth. The simple fact is that most of your clients will walk straight out of the salon and walk straight into a retail shop to buy a product related to the service they have just enjoyed. We must be aware that we are in the pampering business and the client does not want that experience to end the minute they walk out of the door; they want that fuzzy glow to continue at home and the easiest way to achieve this is if they have similar products to use. The salons that understand this concept, and consequently enjoy the benefits, understand the most basic of human instincts... retail therapy!

Sell Well!

DISPLAYING STOCK

Make sure the stock is displayed in an enticing way; very few people will buy the last product if its tucked away on the shelf, so ensure you always have full and attractive displays that are changed regularly to create interest.

LOYALTY PROGRAMME

Build a loyalty programme on retail products. Most clients walk in the door for a service and, therefore, by offering a form of discount on products that they would've brought elsewhere, you can increase your chances of a retail sale (thus increasing your salon turnover). A tried and tested system used by many of our salons is to book a new client in after 10-14 days. This 20-30 minute appointment will cost approximately £30, which will include an 'Essentials Home Care Kit'. At this appointment you will get to see how often this client will need an in-fill, demonstrate the home care kits on them and explain the importance of maintaining their nails at home i.e. save them time and money and prolonging the treatment. The benefit for the salon is that you have more time to take on new clients, thus building your client base and enjoying the profits from retailing. Thereafter, you could offer a further discount after every third service.

STAFF INCENTIVE

The biggest reason I have identified for salons not doing well with retail is that most fail to reward their staff. If your staff understand that they can earn an extra £20+ per day by retailing, why would they not give it their best shot?

Salon owners and managers should give clear examples of the incentive and break it down to show the girls how it can increase their income. For example, if you pay £6 per hour they could make £3 per hour retailing. This not only equates to earning £9 per hour but is a 50% increase on their salary and could be even higher the more they sell.

EDUCATION IS KEY!

Educate/inform the client and advise them about 'product integrity' i.e. how it is better to use a nail enamel, topcoat or remover from the same manufacturer as this will help protect/prolong their nail enhancements. You are the expert and your clients will trust your judgment. Break it up into 2 categories (1) Essential products (2) Luxury Products. Ask an assertive question, "Which product will you be taking home today?" Avoid open questions like "What would you like?" Remember, all Calgel products are specially formulated to be completely compatible with our gel. You will be doing your clients a dis-service if you don't inform them of this fact and the importance of home care.

After the service, keep good records. This will not only identify the condition of your clients' nails when they first came to you, their hobbies, medication etc, but also the products you recommended and they bought. Listed below are our most popular retail items:

"Essential items"

Essential kit
(includes miniature or each item
below plus nail wipes and wonderwipes)

Salon Price

£12.08 or 6 for £63.00

RRP

£20-28

Calcrystal – For clear/French

£3.56 or buy 10 get 2 free

£7.50

High Gloss Top Coat – Colour

£3.15 or buy 10 get 2 free

£7.00

Calcleanse

£1.89 or buy box of 12 get 10% off

£5.00

Calaway – Soak off solution

£1.84 or buy box of 12 get 10% off

£5.00

Calguard

£1.84 or buy box of 12 get 10% off

£5.00

Cuticle Oil

£3.15 or buy 10 get 2 free

£7.50

Blue sponge board

£0.89 or buy 10 receive 10% off

£2.10

Calstrong

£4.52

£10.50

"Additional items"

Fun top coats, Matching nail varnish, Calstrong and Calcure

