

Secrets of Successful and Profitable Salons

The key to successful and profitable retail product sales is based on several important factors. In the new book 'Secrets of Successful and Profitable Salons Revealed' Zackary Milardo tells how each and every client that visits your salon for a service is a potential retail client that can literally help you pay your salon rent.

The book also explores various successful retail product sales methods and strategies that can truly make a difference to your bottom line. Here is a sample of what is within its pages.

RETAIL DISPLAY

The retail product display area should automatically draw the client towards the products. In order to achieve this you will need to very carefully plan an effective display area to achieve maximum product sales.

BRAND NAMES

Based on salon surveys, more than 93% of successful salons carry most or all of the well known name brands on their retail shelves. Many clients know what retail products they like, and are automatically drawn to salons that carry many different lines. If you have a limited retail purchasing budget, and cannot carry most of the major known brands, it is recommended to choose at least 4 to 6 of the best-selling retail products in your area.

NEGOTIATING WITH DISTRIBUTORS

Always negotiate a better salon buying price from your distributors with an agreement that you will give them a prime shelf location, and promote their products regularly.

MULTIPLE SALONS

If you have two or more salons, you should definitely be getting an additional discount from your current salon buying price. This should be negotiated and agreed upon in writing. Most or all successful and profitable chain salons use this formula as leverage in order to get the best possible price from distributors.

This leveraging method is not only used for retail products but for hair color product as well. This is a huge part of every chain salon's bottom line.

DISTRIBUTOR SUPPORT

It is in the distributor's best interest to support the salon in helping to sell their products. Sales reps are quite

knowledgeable when it comes to retail sales. They can help you with setting up your retail area for maximum exposure. Many distributors offer in-salon promotions, where they send one or more of their sales reps to your salon and actually set up an area, usually in front of the retail section, to promote that particular product brand. This is an excellent service and will increase your retail sales.

HOW TO SELL RETAIL PRODUCTS TO YOUR CLIENTS

Your retail center is fully stocked and looks fantastic. How do you go about selling retail products to your clients without being pushy? Ask Questions: In the initial client consultation, ask your client questions regarding their hair.

Educate: Once the client answers some of these questions, you as the expert will recommend the products best suited for that particular client's hair type. If you are performing a service, it is highly recommended to use the product which you are suggesting on your client.

CLOSING THE SALE:

Many salons use a product prescription system. This is a very professional and effective method, similar to a doctor's prescription method. The stylist has a professional salon retail prescription pad with the client's name, hair type, and products recommended. At the end of the service, the stylist hands over the product prescription to the client and walks over to the retail area to show the recommended products. Retail product sales using this method are very effective and successful.

