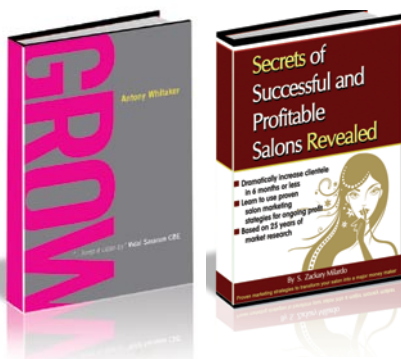


Business Builders is written and compiled by Stacey Soble, Editor in Chief of SALON TODAY. Send business news and ideas to ssoble@vancepublishing.com.

BOOK CLUB

Successful Reads

The lull after the hectic holiday season is a great time to catch up on your business reading and capture some inspiration for 2010. Check out two new offerings by two of our industry's own:



Working smarter, not harder, has never been more important than in today's commercial climate—and GROW helps businesses do just that. This handbook is full of tools, techniques and priceless advice harvested from Antony Whitaker's years as an international businessman, hair professional and salon business coach. Every aspect of our service-based industry is examined and underpinned with real tools for critical success that all professionals will use and enjoy.

Enticing graphics, insightful quotes and key summaries bring every chapter to life, embedding each learning point in the real

world. Whitaker tackles issues, such as maintaining focus—goal setting, referrals and motivation. The book's easy-to-read style, which is alive with humor and a fresh design, keeps readers hooked.

A 28-page excerpt of GROW is available to trial as a free download at antonywhitaker.com. At this time the book is only available on the website.

Profitability in the beauty business requires more than just artistic skill and talent. A good knowledge and understanding of business management, inventory control, cash flow projections and much more is essential in order to succeed.

All of the information in this e-book, *Secrets of Successful and Profitable Salons Revealed*, is based on more than 25 years of research gathered from major hair care manufacturers, distributors, salon owners, hair stylists, salon client survey, as well as author Zackary Milardo's 30 years as a hair stylist and salon owner.

This e-book has been condensed to 40 pages, with no filler or fluff. It simply includes all the powerful and effective proven strategies currently used by successful salons on how to increase sales and cash flow. For details, visit dbsc.info or call 866-386-4555.

HOLIDAY PROFITS

Sales Strategy



Pat Helmandollar inspires her staff to sell with tips that work.

Want to boost product sales in 2010? Reinvent your staff's retail strategy. Pat Helmandollar, owner of Savvy Salon and Day Spa in Cornelius, North Carolina, offers these proven tips:

Educate first:

Before your staff can sell a product, they must be fully educated on its benefits and how it works. But they must know how to perform the service connected with the product they are discussing.

Draw on passion: The best way to demonstrate the use of the product to the client is with passion. It's the operative word. Your staff must fully believe in what they are doing and selling and that happens with solid education.

Proper introduction: Present the product to the client and tell them what it is, who makes it and why it works, then place the bottle on the station facing the client while you are using it.

Encourage interaction: If the product has unusual sensory qualities, you might encourage your client to feel it or smell it as you are applying it. Seeing it is always vital.

Demonstrate: Meticulously apply the product, explaining to the client how you are using it and why. You may even invite the client to apply part of the product. If the product relates to hair or make-up, make sure you allow the client time to view the application at each step.

Write it down: State your product recommendation to the client, then write them down on a prescription pad along with an explanation of each.

End on a strong note: Gather up the recommended products and leave them at the check-out area for the client's review and purchase.

“It's easy to be good and challenging to be great—but it takes work, practice and patience to be fantastic.”

—what Todd Grubbs, owner of Twist Salon in Virginia Beach, tells staff during training sessions.