

## How to Retain Clients

The salon owner must never become complacent and assume that the clients will always be there. It is as important to work hard at retaining existing clients as it is in attracting new clients. The most effective public relations within the beauty salon can be achieved through the team of therapists with exceptional practical skills and the personality required to make each client feel comfortable and 'at home' whilst they are in the salon. Clients are very loyal and when they receive exceptional service from a particular therapist they will return again and again.

You may employ excellent staff and provide high quality treatments but it is often the additional touches that you offer which enhances the professional relationship you have established with your clients and reinforces client loyalty. These may include:

Offering your clients small luxuries when they are having treatments, freshly ground coffee, herbal teas and fruit infusions.

Providing a comfortable and luxurious rest area to allow the clients relax before treatment and after treatment, this allows the client to spend more time in the salon, making them feel pampered and cosseted and allowing them time to consider other treatments and services whilst waiting.

Making arrangements with a local delicatessen or restaurant to provide you with healthy snacks for the client who is spending several hours in the salon or provide this facility yourself. This provides additional client care, which will be greatly appreciated.

Always anticipating your clients needs and remind them when they are due for a manicure, facial, aromatherapy or reflexology treatment, reserve them a provisional booking if they wish to take it, this shows extra care and attention to detail that the busy clients appreciate.

Planning your marketing in advance, look at the seasonal changes that will occur during the year and list the promotions and special offers that you will have. You can inform your clients in advance of these offers and this allows them to plan their treatments months in advance if they wish.

Remembering your clients' birthday and sending them a card and treatment voucher preferably for a service they may not have tried before.

When a new client attends for the first time give them a free treatment voucher for their second visit to be used within a short time period, this will ensure that they return sooner rather than later. The treatment need not be expensive but could be something that complements other treatments so that when the free treatment is used another is booked at the same time.

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## **Deal with client complaints quickly and effectively**

For continuing success you must regularly identify, review and analyse your clients' needs and respond quickly to change. It is important that you don't become complacent and continue offering the same treatments and products that you have been using for the last ten years. The beauty and spa industry is constantly changing and it is important that you are adaptable and change with it, keep ahead of your competitors and offer your clients a quality service with outstanding products to complement your treatments.