

## Promoting your Salon Services

Many clients attend a salon on a regular basis for a particular treatment. You may have your regular clients who come to the salon for their weekly manicure, facial or massage, their regular six week waxing session, eyelash tint or artificial nail infills. Although this will contribute to a steady turnover, it is important to the business to convert these clients to other treatments.

It is also your duty as a professional to advise the client and make suggestions about other treatments that will be of benefit to them. As a therapist it will help in the development of the personal relationship with your client, when you make recommendations that the client may not have considered before and once tried, are pleased with the results, or added benefits received.

To help you promote other treatments and services:

Know your clients and recognise those treatments that meet their specific needs.

Use open and probing questions to help you decide which treatments and services they would prefer.

Discuss with the client the treatments you feel in your professional opinion complement those they already have.

Try out all the treatments offered in the salon so that you can explain from firsthand experience how they feel and the main effects and benefits.

Regularly update your product knowledge so that you can answer questions immediately and to the client's satisfaction.

Have open evenings to promote existing treatments or introduce new treatments

Offer incentives such as two for one when booking a new treatment

Put together a file of treatments provided by the salon, with a brief description of each one. Clients may then browse through the information whilst waiting in reception; something may catch their eye which they might not otherwise have seen

Never promote a treatment that will not benefit the client as this may lead to a dissatisfied client who may not return