

SALES SUCCESS: KEEPING A STEADY FLOW

by Cheryl Whitman, founder & CEO of Beautiful Forever Consulting

Although a skin care professional's first instinct is to offer solutions to their clients' specific skin concerns, they must first learn to listen and assess their needs and budget. The art of selling should come with an educational twist.

For spa owners, this begins by educating the staff and clients. Business is all about sales and considering the options to make sure retail sales are consistently successful is essential. Although the ultimate goal is to sell products or a service, selling is also about educating clients. If selling gets reframed as education, clients will interpret the message as valuable information instead of a sales pitch.

MOTIVATING & PREPARING STAFF

To help set up staff for successful sales, they must first be motivated. Selling is a simple yet often intimidating process. Since even the most skillful salesperson will not close sales unless they are motivated, the best way to inspire staff is to put an incentive plan in place. When it comes to any kind of ongoing incentive program, it is important to keep the rewards simple. Performances should be directly tied to incentives and easily understood and tracked. For example, a bonus or commission, as well as other rewards like free merchandise or gift certificates, could be offered to staff members as means of motivation. Regardless of the type of incentive program, all sales employees should receive recognition



for their efforts. Another option is to role-play scenarios in meetings to demonstrate the best ways to sell. Remember, it will be easier for some than others.

Once a program is in place, teach staff members how to successfully blend excellent customer service with sales. This includes staff members having an in-depth knowledge of the active ingredients in products. Once accomplished, they are equipped to educate clients on the services and products that will benefit and help them achieve their complexion goals.

Consultations

Fine-tuning the consultation process is one way to successfully ensure clients' happiness with their end result. Each consultation should follow a step-by-step protocol to determine a client's wants and needs so an appropriate treatment plan can be designed with homecare products.

Every member of the staff should be trained to take before images and follow the same procedure for every skin consultation including suggestions for additional products and treatments that can enhance clients' final results. Most importantly, the consultation allows room to set expectations with the client, which can increase their level of satisfaction with the eventual outcome.

Backbar & Retail

There should be at least one consistent, professional skin care line throughout the spa from backbar to retail. This makes for an easy talking, or selling, point after a treatment is complete, and the client is happy.

Additionally, having staff use the products can determine their efficiency and provide unbiased recommendations to clients. Furthermore, clients can be assisted with homecare kit selections featuring pre- and post-treatment products for peels, microneedling, lasers, or surgical treatments. These customized kits should also come with simple, step-by-step written instructions. Since clients need post-treatment products for seven to 10 days, make them part of the package price to create added value and repeat sales.

From branding additional products with the spa's name to curating retail and merchandising displays, there are many possibilities when it comes to successful sales. Pay close attention to the details and follow these simple steps for consistent and successful retail sales.