

Beauty Salons Coach

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Contents

Introduction	3
How to Use this Book.....	5
Chapter 1: Sales	6
Chapter 2: Focus.....	26
Chapter 3: Rules of the Game	56
Chapter 4: Marketing	62
Chapter 5: Team	82
Chapter 6: Systems.....	104
Chapter 7: Strategy	113

Introduction

Congratulations on making the decision to purchase this book. What you are holding in your hands is a set of guidelines compiled from the very best Beauty Salon specific business tools and strategies taken from hundreds of the top performing beauty salons over many years of hard-earned, real life ‘test and measure’. Apply these strategies and you will take a huge stride towards optimizing the Profit, Workflow and Cash Flow for your business.

I decided to write this book after discovering that there isn’t a lot of quality business development support available in the beauty industry. We all go to Beauty College to learn how to do the practical side of things and the theory behind it. Now you might touch on some business development, but no one goes through what it takes to open a beauty salon, the do’s and don’ts and specifically how to grow your beauty business. This book bridges that gap, it has the answers to your questions and more. Many business coaches live by the philosophy of telling people the ‘what’ but not the ‘how’. They share limited information with you, leaving you asking more questions than when you started so that you then require their coaching services. I have such desire; my aim is to raise the standards of the beauty industry ensuring that every salon owner can reach new levels of success. So I want to share the very best of what I’ve learnt with you. I have also structured the ideas and strategies in this book with the intention of making it 1) easy to understand and 2) quick to implement so that you get an immediate impact on your businesses profit and cash-flow.

If we get to meet and work together down the track, great. If you take everything I share in this book, implement it and achieve results without ever requiring my assistance, that’s fantastic. My mission is to

help every salon owner reach their dreams and what they set out to do when they first started their business. The beauty industry is a billion dollar industry, why not have your own share in it.

As I said, my aim is to raise the standards of the beauty industry. I am so excited to help you open new doors and realize your potential. This is going to be a rollercoaster ride full of ups and downs, but in the end, it's going to be so worth it. I am honoured to have you join us on this journey.

“It only seems impossible until it's done”

Nelson Mandela

Enjoy every minute!!

Kailey Hegetschweiler

Founder – Beauty Salons Coach

XOXO

How to use this book

1. CONTENT - There is no need to read this book from front to back. Take a look at the contents page to choose the topic that relates to you and your business, then go straight to that section of the book.

2. DOCUMENT RESOURCES - Each chapter has specific resources, documents, checklists and spreadsheets that you are able to use. These resources are designed to help you implement the strategies into your business and to help you immediately achieve the desired results.

3. VIDEO RESOURCES - You will also find links to videos elaborating on specific ideas and strategies at the end of a certain chapter.

4. 30 DAY CHALLENGE - This book is designed to help you achieve results for both you and your business. At the end of each chapter, there is a kick your ass into gear 30 Day Challenge, which you are going to want to do otherwise you will regret it! Don't forget to share your results or questions on our Facebook community as outlined below or contact us directly with any specific enquiries, after all, we are in this together.

5. COMMUNITY - If seeing is believing then we have a powerful community of pro-active beauty salons ready to share what works and what doesn't and guide you through implementing systems into your business. Search "Beauty Salon Owners" on Facebook and request to join the group. Make sure you answer the questions and mention that you purchased this book.

That is as complicated as it gets. The key to this process is Implementation. Buckle up and let's get stuck in.

Chapter 1: Sales

When it came time for me to choose a career, I knew I want to be around people and there was no way I would survive in an office environment. One of the main reasons I ended up choosing the beauty industry is because when I was younger I suffered from stage four acne, I had acne all the way down my back. I remember going to the beach with my friends and hating taking my top off out of fear that I would be judged or made fun of. I was very self-conscious and ended up losing a lot of confidence, I must have tried everything under the sun, I tried so many different treatments but nothing seemed to work, it felt endless. I never wanted anyone to feel that way about themselves, I wanted to find a solution and educate everyone about their skin.

The health and beauty industry for those reasons was a no-brainer, but the last thing I thought about was sales or retail. Now during college we did business studies but selling or retailing wasn't forced on us, client care was the focal point in everything we did. One of my goals was to work on the ships, which I eventually did and ended up doing two contracts. Anyone who has worked on ships in the spa knows that it's the most hardcore job in the world. Its long hours and you work under the most stressful conditions with intense pressure to perform each week and hit your targets. The last thing you wanted to do was face head office. This is where I got my first real taste of sales. I went into the experience thinking I was amazing at everything I did, thinking I would smash anything that got thrown at me.

After my first few days I had no one come for a treatment and no retail sales, now this wasn't what I had expected. I honestly thought it would just happen because I was good at my treatments and I knew

what I was talking about, but what I didn't know was how to sell myself and that's when I realized I had so much still to learn. I wasn't going to settle for average, I wanted to be and I had to be the best. That's when I decided to learn all that I could about how to sell, how to promote myself and how to retail.

Now the very first thing I had to overcome was the negative mindset I had around selling, I felt like I was robbing my customers. Now I'm sure at some point you thought to yourself I don't want to retail to my clients, I just want to give them amazing treatments and share my knowledge with them. The last thing I wanted to do is force a product onto my clients or come off pushy as some people do. I wanted to build a good relationship with my clients. Now for many people the theory is, the more treatments I do the busier I am and the more money I will make, but I'm sure you know that just isn't true. Sales is a primary element of this industry and can push your revenue to new heights. The reason why sales or salesmen have such a bad reputation is that they try forcing products onto people that have no need or want for it, they are trying to sell everything to everyone. Sales is definitely a mindset and in order for me to not see sales in a negative light, I needed to change the way I viewed sales and retail and so do you.

The way I did this was to see myself as a specialist solution provider, and that's what you need to do, you need to specialize; you need to Niche your business. You want to become a problem solver in a particular Niche so that you move away from that sleazy, pushy idea of being salesmen and change your perspective. This is when I started seeing myself as the body specialist, anything to do with the body I was the person to talk to. So you want to be a specialist so that you become an authority in your chosen Niche and you want to offer a specific solution in that particular area. So you are not selling anything, you are helping people make a more informed buying decision and gaining their trust.

The next thing you need to do is ensure you have clarity around who your ideal clients are; you're A-grade clients. The best way to do define exactly who your 'ideal' client is in great detail, you can even create an avatar and even give them a name. Now there are so many different aspects to sales so I'm going to go through them with you step by step. We are going to look at:

- ▶ Bookings and Enquiries
- ▶ How to collect a deposit
- ▶ How to keep the client in the salon
- ▶ Different strategies to help motivate your staff to increase their retail

By improving on these areas you are going to see a big change in your business and your businesses growth. So many salons fail to hit the mark on these points and it ends up costing you time, money and effort. Let's take a look at the first point.

*“In life, you have two choices,
become an entrepreneur or work for one”*

BOOKINGS AND ENQUIRIES

This has honestly got to be one of the most important areas of your business. This is the first impression your clients will get of you when they decide to make contact. Now I can't tell you just how many salons I have called and either they haven't answered or bothered to get back to me. Even worse, they've been so rude that I wouldn't want to spend my money with them. Now if this is the first impression you are giving your potential clients, and you are often dealing with complaints or attracting the wrong clients, you have to ask yourself why. It's so important to always be professional and treat every potential client

with the same respect you would a paying customer. After all, they are looking at spending money with you. Anything less is unacceptable! Now I know some of you are saying “yes but I have clients I need to attend to, I’m so busy and most of the time we have time wasters or telemarketers calling us”. Let’s stop for a second and take a look at a scenario. If you are too busy with clients to answer the phone and you miss 5 calls during the one-hour treatment you are doing, and those 5 calls are all potential clients that want to book for a \$100 dollar treatment each, you have just lost \$500 in that one hour. If we take it one step further and look at how much money you would be losing during a week if you miss 5 calls a day that’s \$2500 a week you could be missing out on, and that’s not calculating any product upsells and cross-sells. It just isn’t worth it. So the first step is to ensure if you, yourself can’t answer the phone then someone that has been trained to sit at reception can. Your reception area should never not have someone there, in many cases it’s your first point of interaction. Remember walk in’s are very popular as most people are impulse buyers but they not going to stick around if there is no one to help them.

Let’s talk about all things reception. If you are too busy to even put one of your therapists on desk duty then you need to look at sourcing a receptionist to deal with bookings and enquiries. Now when someone phones you need to have a script for how you answer your phone to demonstrate professionalism. You can do something simple like, “Hi XYZ Spa, Sandra speaking how may I help you?”. This is the most commonly used script and generally does the job but you can always get creative. The thing to remember when it comes to bookings and enquiries is you want to qualify the potential client, to ensure that they are in line with you’re A-grade client definition. I worked with a lady that used to get many enquiries about the costs of her treatments but she had trouble booking people in for the high-end treatments after they enquired. When a potential client called she gave them the treatment cost straight away and she would get a response like ‘okay

thank you I just need to talk to my partner and I will call back to book in', and she would never hear from them again. The problem is by giving them the price, especially if it's expensive, it's going to scare the customer away. Also, by mentioning the price first you find that anything you say to them afterwards goes straight over their head because they are only focused on the price they just heard. Here is what you want to do.

(Phone rings)

You: Hi XYZ Spa, Sally speaking how may I help you?

Client: Hi I just want to know how much you charge to do a full body scrub and massage?

You: Sure no problem, we have a few different packages that we offer, it really depends what you are looking for. So in order for us to give you the treatment best suited for you, can you tell me a little more about what you would like to achieve?

Client: Sure. I'm looking for something relaxing to help de-stress. I really want to massage my back which has been sore lately, I stand all day so my feet need some loving, and do you do and facials with your packages?

You never just want to accept that the client knows what they want to book in for, after all, you are the expert. So you need to ask the right questions so that you can help them better achieve the results they want. You also want to make sure they fit your 'A grade client' profile and you also want to make sure that they have no contra-indications that would stop them from being able to receive the treatment. If they tick all these boxes you are then able to upgrade them from the treatment that they were originally asking about, as well as promote your most

profitable treatments. Your calls should never be short and sweet, remember you want to give your clients the best possible experience and over deliver from the outset. So let's continue with the script.

You: Okay fantastic so when it comes to a massage would you prefer a light massage or do you like a firm massage that really helps get those knots out?

Client: I love feeling like I've had a massage, I don't like it too deep but I do like to feel pressure, I can't stand feeling like I'm being tickled.

You: I'm the same but I don't like it back breaking either. Have you ever Had a hot stone massage? It's amazing It gives that pressure you are looking for and heats up the muscle at the same time which allows the therapist to work at a deeper level which will really help with your knots. I would highly recommend it for you. Would you be interested to try out the hot stone massage?

Client: Yes that sounds perfect, thanks.

You: Okay great, so when it comes to your feet, you said they need some loving. Are you looking for a full pedicure, with a foot scrub massage and your nails painted, or are you looking for extra massage time on that area?

So you see what you are doing here is building rapport with your client. You are demonstrating that you are listening to them by feeding back the same words they used and you are going out your way to help customize her experience.

Client: I'm looking for more of a scrub and massage if you do that?

You: Yes of cause we do. So the last thing to clarify is what are you

looking for when it comes to a facial. What are your biggest concerns right now?

Client: At the moment my skin is very dry but I'm more concerned about the new wrinkles that seem to be popping up every day.

You: Ok I understand, so given all the information you've shared, the best treatment package for you would be Package X because it has a full body scrub with a hot stones massage and a rejuvenating facial. How does that sound? Would you like me to book you in for that?

Client: Sounds amazing how much is the treatment?

You: it's XYZ

Client: Perfect Can I book it for Saturday at 2pm, please?

You are guaranteed to get more clients booking in with you using this method. No client is exactly the same and that is why it's so important to customize treatments to suit them. Your clients are going to feel like you really care and that you really want to help them. Not everyone knows what to expect when going to a beauty salon, there are always people who have never been to one, let alone your salon.

It's crucial that you educate your clients and walk them through a well thought out series of questions to find the treatment that best suits them. If you are going to upgrade your clients, the best time to do so is when they call in to book their appointment. Ask as many questions as possible to find out exactly what they are looking for. They might be phoning in for a Swedish massage because that's all they have known, it's up to you to find out if a hot stone or deep tissue massage would suit them better. So you end up taking them from

wanting to pay \$100 to paying \$140. I want to emphasise that this is not about how much money you can extract from them but about how much personalized value you can deliver.

The idea is to over deliver on value and personalize the experience they receive so that they keep coming back, and of course, tell all their friends and family about you. If you aren't already doing this or if your receptionist isn't doing this, then this is something you want to start implementing straight away. You don't have to use everything in the above script word for word, come up with your own. The most important thing is that your team members know how to explain each and every treatment you offer and match them to the relevant customer. Doing this well will be close to impossible if you are trying to be all things to all people, specializing will make the entire process much easier and more efficient for everyone concerned.

EMAIL ENQUIRIES

Email enquires can drive many salon owners up the wall. You spend endless hours sending emails back and forth going over and above to answer questions a potential client might have about your treatments in hopes that they will book in, and then they don't. It all too often seems to end up being a total waste of time and energy. Now there is one simple way to solve this problem so that you don't waste any of your valuable time on tyre kickers. Here's what to do - when you receive an email enquiry, respond with an email questionnaire requesting more information so that you are better equipped to help them. Find out more about what they are looking for, it's a bit like a like a pre-consultation. By doing this you will weed out the time wasters. The clients that fill out the questionnaire and send it back to you are those serious about spending their money with you and are more likely to book an appointment. The important thing to do when replying with the questionnaire is to explain exactly what they can expect and what the next steps are. You will find the more you

inform your clients about your process and what they can expect the less resistance you will get. You are demonstrating that you are a professional process-driven business with their best interests at heart. Below is an example of how to respond to a client's email enquiry as well as a questionnaire example you can use as a template. I'd recommend creating an online questionnaire form as per the example below, these are quick and easy to do and are free if done via Google forms. You can also set-up and automated response to any email enquiries so that you won't have to worry about missing any blue chips enquiries at the front end.

Email Response With Questionnaire Example

Hi Sally

Thank you so much for your enquiry. Here at XYZ Beauty Salon we proud ourselves on providing an out of this world experience and in order for us to help you achieve the best possible experience we have a few questions we need you to answer. Please click on the link below in order to answer the questions.

goo.gl/fvWcrQ

Once you have completed the questionnaire you will receive a call within 24 hours from one of our client services managers who will then help with your booking.

If you have any specific questions please feel free to call us direct. We look forward to chatting with you soon.

Kind Regards

Sandra

XYZ Beauty Salon

If you click on the link below you will be able to preview the questionnaire that I've compiled as an example. Feel free to change it or use the same one for your business. By asking your clients to fill out this questionnaire and send it back to you, you will determine who is interested and eliminate a lot of time wasters. From our test and measure around 70% of people complete the questionnaire. Using an online form is also a great way to capture data and test and measure your marketing analytics. The form below was created in Google forms which as mentioned above is a free and easy to use online tool, it will literally take minutes to do.

goo.gl/fvWcrQ

So the first step in the process when a client sends an email enquiry about a treatment, you respond with an email explaining the next steps and the online questionnaire. After you have received the form and reviewed the information you call them back ideally within an hour of you receiving the questionnaire. Even though you have said you will respond within 24 hours, you don't want to take the opportunity to under promise and over deliver. This is very important early on because it's your chance to create a strong first impression.

Let's face it these days not many companies deliver on their promises which quickly leads to a lack of trust. We want to break that cycle and build trust and credibility quickly. In addition, you'll make them feel special because you have taken your time to customize their treatment to their specific needs. Once you phone and book their appointment send them a confirmation email along with your brochure, I'd recommend snail mailing your ideal clients a hardcopy brochure with a specific guide explaining how their treatment will run and what they can do to best prepare for their treatment. You can even throw in some samples. Later send them a reminder email and text message in the lead up their appointment. Finally, the day before their

appointment call them to re-confirm and send them a text message with the address details and an option to opt out or cancel.

6 Step Sales Process

- Step 1:** Email questionnaire, (see examples in resource section)
- Step 2:** Call to book an appointment
- Step 3:** Post and send an email confirming and brochure along with free samples. Include a step-by-step guide of what they can expect on the day and how they can prepare for their treatment (make sure they receive the pack the next day)
- Step 4:** Phone to confirm brochure-received 48hrs later
- Step 5:** Send reminders for their treatment 3 weeks before, a week before and two days before
- Step 6:** Call and text the day before and on the day to reconfirm their appointment

DEPOSITS

Many salons have a cancellation policy or say that they do, they take the time to explain how their cancellation policy works but when the guest doesn't show they don't follow through with their own terms and conditions. Last minute cancellations and no-shows do everyone's head in. Not only have you just lost out on an hours worth of work and money, if you have staff you end up having to pay them for an hour of work, when they do small jobs or worse, nothing. Either way, you end up out of pocket. I've worked with a few salons that have been so close to closing their doors because of the sheer volume of last minute cancellations and no-shows. Here's the thing, everyone wants to know how to minimize their cancellations but stopped dead in their tracks by their own mental limitations. Their biggest obstacle is them. If this is you, you need to get out of your own way and know there is no reason