

# les nouvelles *esthétiques* & spa

AMERICAN EDITION

care and spa professionals January 2010 \$7.50

les nouvelles  
*esthétiques* & spa

## Inspiring Champions

### DOUBLE YOUR INCOME NOW!

HOW TO CREATE  
PROSPERITY AND  
GROW YOUR  
CAREER WHILE  
MAINTAINING A  
WORK-LIFE  
BALANCE

**MOST OF US THINK THAT IN ORDER TO EARN MORE MONEY,** we have to work harder. Yet by working smarter and following some basic systems for building a career, you can start earning more money today without putting in more hours, raising your prices or even adding a single client to your books! Consider this: money is a reward that you earn for the services you provide. The reward grows larger as the service becomes more valuable. By creating ways to be of greater service to your clients, not only will you earn more money, you will also grow your career and enrich your life. Even better, you are increasing your client loyalty and altering their perception of your commitment. Lauren Gartland, founder of Inspiring Champions, a business and coaching company that offers live training seminars and leadership services, recommends taking the following steps to quickly create better service for your clients and double your income: ➔

  
**INSPIRING**<sup>™</sup>  
CHAMPIONS

**800-496-9305**

**[www.InspiringChampions.com](http://www.InspiringChampions.com)**



For the body, you could offer cellulite treatments, hair removal or sunless tanning. Always cross-sell your services, letting your clients know what else you can do for them.

### See your clients more often

Figure out ways to encourage your clients to see you more. Estheticians can offer treatments that come in a series for cumulative results. For facial treatments, it could include microdermabrasion, photo rejuvenation or chemical peels. For the body, you could offer cellulite treatments, hair removal or sunless tanning. Always cross-sell your services, letting your clients know what else you can do for them. Of course, offering retail items is essential to ensure that clients continue their skin care or body regimen at home between visits.

Offer your clients extra attention. Listen closely when they tell you about events going on in their lives. If someone is going on a vacation, you could suggest they get a sunless tanning service, spa pedicure or hair removal service so they look and feel their best. If they are going to a wedding or other formal event, you could offer a collagen treatment, makeup application or back facial for a low cut dress! There are always opportunities to promote your services while enhancing your clients' results. Tell them about seasonal promotions

ahead of time so they will think of you when the time comes around.

Do some pre-booking math. Do not rely on your spa or salon receptionist to book your clients' appointments. Only you know when your clients need to see you again. That is the most valuable way to ensure that you are creating better service for your clients and getting them into your spa more often. You will increase your revenues by 30 to 50 percent by consistently prebooking 75 percent or more of your clients. Do the math—let's say you have 150 clients, each with an average service price of \$65. That comes to \$9,750 in revenue. If you pre-book them to come in once a month, your year-end revenue totals \$117,000. Statistics show that if you do not re-book your client, they will come in only three to four times a year. Based on that figure, if they make five visits a year, your revenue will drop to \$48,750—a loss of \$68,250. Clearly, making pre-booking a top priority has the potential to increase your income by thousands of dollars.

Have a pre-booking plan prepared. Never just ask a client: "Would you like to schedule



your next appointment?" The common response is no, followed by an excuse such as "I'll call you," or "I don't know my schedule." Avoid yes or no questions, because the answer will usually be the latter. Instead, lead the guest with open ended questions. Say something like, "To achieve your skin care goals that we started today, I will need to see you back here in four weeks. Would you prefer the first part or the later part of the week?" Based on their answers, give them a choice of two days. If they choose the later part of the week, ask if they would prefer Thursday or Friday. Next, give them two choices for the part of the day. If they say Friday, ask them if they want the morning or the afternoon? Complete the script by giving them choice of time. By following this method you are guaranteed to secure more bookings.

### Attract more clients

Target potential clients. This process can sometimes feel like a hunt for gold, as you have to sift through massive numbers of people to find your customers! You should always be marketing and prospecting for new busi-

ness. If you are conveying the message: "I love what I do and I want to serve you," to the world, clients will end up finding you. You just need to do some preliminary work. Your first marketing tool is yourself, so remember that your image is everything—you only get one chance to make a good first impression! You never know where you might bump into a potential client. When you do cross paths with them, you will give them your second marketing tool—your business card. It should be professionally printed and it should effectively convey the image of your spa.

Follow a formula to build your client base. Obtaining new clients is a numbers game. If you gave out two cards each workday, that would be ten cards a week. Over 50 weeks, with two weeks off for vacation, that totals 500 cards a year. If only 10 percent come in, that amounts to 50 new clients! Increase the numbers. Give out three cards a day and bring in 75 new clients!

Network with other professionals. Find professional groups whose members fit the profile of people who could become your clients. Join

*continues*

You will increase your revenues 30-50% by consistently prebooking 75% or more of your clients. Do the math – let's say you have 150 clients with an average service ticket of \$65. That equals \$9,750 in revenue.



**YOUR NEXT APPOINTMENT IS:**

Day: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

your local Welcome Wagon for new homeowners, the Chamber of Commerce, Toastmasters, Rotary Club and other mixers for professionals. You can enlarge your circle of acquaintances through these business associates. Estheticians have an advantage over other fields in that pretty much everyone in your network can benefit from your services.

Request help with new client referrals. When you meet people who represent your typical client, tell them you value their input and ask if they have ideas on how to grow your business. This extends partnership to your clients in helping you succeed. Say to them: "I am expanding my business and I would like more people like you as clients. Would you help me? How many business cards do you need?" You can reward them with bonus points for new referrals that they can use for discounts on products or services.

### **Persuade clients to upgrade services**

Do not neglect to upsell, or encourage your clients to purchase additional products or upgrade their service when they come in for a treatment. If the idea of upselling makes you uncomfortable, remember that the goal is not to pressure clients into wasting their money on unwanted services or products, but rather to advise clients on ways to enhance their salon or spa experience and maximize their results. Anyone can upsell—hairstylists, estheticians, nail technicians and massage therapists all have potential add-ons to provide.

Get in the habit of upselling regularly to substantially increase your bottom line over time. For an esthetician, quick and easy upsells include services for hair removal and treatments for the eyes, lips, hand and feet. Many of these additions range from an affordable \$10 to \$30. If you increase your total services sales by only \$40 each day, you will have increased your sales by \$200 in just one week! Over a 50 week period, that amounts to a total increase in sales of \$10,000.

**For an esthetician, quick and easy upsells include hair removal services, eye, lip, hand or foot treatments, many ranging from an affordable \$10-\$30.**

Plan upsells into your day. To see the biggest boost in profits from the upsells, plan them ahead of time. Arrive at work a half an hour earlier than usual and review your schedule. Look at the openings in your book as opportunities to create multiple services. If there is a gap of time after a client's appointment, figure out if there is an additional treatment they may be interested in getting after their scheduled session. If you feel a particular client is a good candidate, take the extra time to show them some of your latest products or describe a new service. They could go for the additional treatment on the spot. Even if they decline, you have planted a seed, and they might request the service on their next visit.

"Remember that your job as a salon or spa professional is to educate your clients and create a picture for them of the possibilities that you can provide," notes Gartland. "If you get a 'no' today from a client regarding an upsell, pre-booking or while prospecting for new clients, that no response could turn into a 'yes' tomorrow!" ■



OUR BUSINESS IS TAKING YOUR BUSINESS TO THE TOP

*Inspiring Champions is a business and coaching company offering live training camps, coaching and mentoring services, webinars, audio tapes and educational resources. For more information call 800-496-9305 or visit [www.InspiringChampions.com](http://www.InspiringChampions.com).*