



Boost Your Retail Sales



Inspiring Champions

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You know your retail sales really add to your bottom line, but do you really understand how they impact your profitability?

According to Lauren Gartland, founder of the salon business coaching company [Inspiring Champions](#), service sales average a 4-percent profit, while retail sales represent a staggering 24-percent profit. And, retail does it without the personnel management headaches.

In this first in a series of information-packed podcasts, Gartland illustrates what successful retail sales can really mean to a salon and offers advice on how to select a product company that serves as a retail partner and how to get the most from your sales consultant.



Listen to the podcast!

Lauren Gartland, founder of the business coaching company [Inspiring Champions](#), offers some creative strategies for igniting your retail sales this season and beyond.



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