

LOYALTY FOR THE LONG GAME

TURN FESTIVE SHOPPERS INTO LOYAL CLIENTS

Chances are, you're probably already bracing yourself for the hectic festive season. Higher footfall and increased spending should see your salon's revenue rise quicker than you can say pass me the mince pies. In contrast, sales can take a sharp downturn in the quiet post-festive period. So how do you convert all those Christmas shoppers into loyal clients once the party's over?

BACK TO BASICS

In theory, the recipe for a loyal client is as easy as whipping up a batch of mulled wine. Start with excellent customer service, stir in bespoke skincare advice, sprinkle a bit of appreciation, finish with fantastic outcomes and your clients will come back time and again. Simple. Except that in practice it isn't quite so straight forward. Yes, providing the right products, treatments and service is extremely important, but the journey from casual client to loyal advocate starts further back than that: with a thorough consultation.

With a head-spinning number of cosmetic products and treatments on the market, clients can feel completely overwhelmed when trying to work out what's best for their skin. In fact, a recent survey published in the Telegraph revealed that nine

in ten women are baffled by what skincare products to use these days. This is where you come in.

By doing a thorough consultation, which takes an in-depth look at not just their skin concerns, but their health and lifestyle, you can create a holistic, completely bespoke skincare regime which will help your client achieve their skincare goals. Don't forget to take a 'before' photo so that you can demonstrate the difference in subsequent 'after' photos. Skin analysis events, seasonal skin checks and our #100DayReset programme are also great ways to track improvements and increase loyalty. Every new client who visits your salon over the busy festive period should be given a consultation, and even regular customers should have one so that you have the most up to date information about their skincare goals.

Next, invite them to come back in January to see how their skin is responding to the routine that you created for them and make any adjustments. If your appointment diary is looking decidedly empty post-Christmas, this is a great way to fill those empty slots. Regular contact between a client and their skincare therapist helps to build a relationship, so continue to invite them back in every few weeks.

**IT COSTS AT LEAST
5 TIMES AS MUCH
TO ACQUIRE A NEW
CLIENT THAN TO
RETAIN AN
EXISTING ONE***

