

StyleSpeakTM

The salon & spa journal

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FACE 2 FACE

A chat with
Irene Christophis,
MUA of Kryolan

People's Salon

Find out what your clients
expect from their salons

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A year of
StyleSpeak

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Hottest Hair Trends

Know what's trending this season

Salon Retail

Know how to boost your salon
business





The business of SALON RETAIL

With bridal season at its peak and festive season just around the corner **StyleSpeak** brings to you smart ways to boost your retail business in salon and make the most of the season.

Words | **Bindu Gopal Rao**

The business of beauty is big and an ancillary revenue stream is through selling skin and hair care products. And the best part is that it comes from a trusted source for customers which means it really is a win-win situation. Upselling products to customers at the salon also boost overall profitability for the salon business and this is a model that salons are increasingly adopting.

Retail Therapy

Since salon staff is qualified and in a unique position to recommend hair care and skin care products, salons today are actively looking at this as a stream of business. "Trial packs can be given to clients and this will help the client experience the product before investing in it. For regular clientele it helps to even do complimentary treatments of new introductions so that they get convinced about the quality of product. Helping

a client understand the importance of home care and follow up care after going for a treatment-care/chemical treatment will also encourage sales of retail products. More than anything proper education of stylists is extremely important so that they have proper information on the products and the right recommendation is made," says Swati Gupta, People and Organization Capability Director, Bodycraft Salon Skin and Cosmetology Pvt. Ltd. Retail product sales are an integral part of salon business. It not only adds to the top line but it also helps clients to maintain themselves better which in turn gives satisfaction on the services taken at the salon. "Retail business is completely dependent on consultation done by a stylist. It is the job of the stylist

to consult clients, highlight benefits and recommend products based on the services that the client has taken as a solution for a particular problem they are facing," says Deepak Praveen, COO, Green Trends Hair & Style Salon.

Creating Revenue Streams

It is also helpful to have a senior set of salon managers trained on important products with their benefits so that they can also encourage sales. Siddarth, COO, Limelite Salon & Spa opines, "I feel training the stylist's to effectively consult is the key. Today, there are some excellent options available to the consumer unlike a few years back. So it is the responsibility of the stylist to identify which product would suit his/her client the best. Also, having an attractive





retail stand/display at a prominent location in the salon would help. Brands focus and work closely with the salons on minute details such as how the shelf is supposed to be arranged, pairing of products, accessibility, promotions etc to boost business." Adds Swati, "new introductions can also be advertised within salon spaces to make clients aware. This helps to remove complete dependence on man power and is a more visually appealing form of communication." Apart from having good displays at the reception area, the products must also be used on clients as part of the service. When these products are used, the clients experience the benefits and are influenced in purchasing these products," says Deepak.

Customer Connect

Customers have also become more and more amenable to making purchases of beauty related products. "If customers understand the benefits of products





then they are very receptive to buying them. It is important to make sure the conversation is not too pushy and sales man like. This can be a put off. The client should willingly agree to buy a product because it works for her and she understands the benefits attached to the purchase,” says Swati. Sale of retail products in salons is growing at a very brisk pace and it is also very convenient for a customer as it becomes a one stop solution. In fact at the Limelite Salon & Spa, retail amounts to close to 12-15% of the current business. “Customers completely trust their stylist’s on what range of professional products would suit them. Also, once they are satisfied with a particular product it is highly likely that they would buy the product again during their next visit too. They can get their services done and at the same time buy the product of their choice from the salon itself. Also, these products are what we call as a professional range and will not be available at your nearby

retail store. I personally have stopped using the regular retail shampoo for the last three years after being exposed to professional products available at the salon as I feel the results are far better,” confesses Siddarth. A study jointly conducted by industry body, Federation of Indian Chambers of Commerce and

Industry (FICCI) and global consulting firm Pricewaterhouse Coopers (PwC) revealed that India’s wellness industry is poised to touch Rs 1,00,000 crore by 2015, with a compounded annual growth rate of 15-17 per cent and this certainly augurs well for the salon business. **SS**



*Images courtesy: Bodycraft Spa & Salon, Bangalore