

section **five**

Marketing & Support

Marketing Your Business

Successful Selling

Motivating Staff

Education Programme

Introduction to MONU Salon Marketing

There is more competition in the beauty industry today than ever before. This means that it is important to come up with new ideas in order to maintain and increase your client base.

When you choose **MONU** products for your salon it becomes **our aim to help you grow your business.**

We aim to maximise the potential of your business by offering a personalised marketing solution using the following process:

1. Identify your salon's business objectives, using the table below.
2. Match your objective to the appropriate marketing format.
3. Customise the chosen templates with your offers, choice of image and salon logo.
4. Place your order online at www.monuskin.co.uk and shortly you will receive a proof to be checked and returned.
5. Within 5 working days of approval your order will be delivered.

BUSINESS OBJECTIVES	Client Retention	Win New Clients & Loyalty	Generate More £ Spend	Win Back Lost Clients
Loyalty Rewards	✓		✓	✓
Recommend a Friend	✓	✓		
Gift Vouchers	✓	✓	✓	✓
Appointment Business Cards	✓			
Pricelists	✓			
Special Invitations	✓	✓	✓	✓
Door Drop Leaflets		✓	✓	✓
Posters	✓	✓	✓	✓

To create individual loyalty cards, gift vouchers, business cards, special invitations, recommend a friend cards, price lists and door drops go to our **Personalised Salon Marketing** section at www.monuskin.co.uk



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Anatomy of a Carton

Our new cartons are now easy to read and provide quick and consistent information to aid in your retail sales. More importantly, they reinforce the brand name and the professional nature of the product, providing you with the tools and confidence to treat your client.

Provides immediate skin type identification. The gloss finish is easy to wipe clean, helping you to keep your product displays in top condition.

Key Natural Actives highlighted as a quick sales tool for you.

Our core values.



Continually updating our packaging to improve your sales efficiency.



We ensure that all our products are labelled according to the latest European law to guarantee safety and traceability.

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Product Displays

In-salon product displays are an important part of creating a brand impression – and this could be positive or negative.

It's important that the display is attractive to the client while also getting across the brand identity and concept.

Psychological factors

Use of **MONU** products at home can enable the client to prepare the skin for professional treatments, optimising the results. It can also act as an effective follow-up routine, reinforcing the professional treatment.

Physiological factors

On a physiological level, it's worth remembering – “eye level is buy level.” If products are placed on high shelves, they will look out of reach and clients may not bother to ask for them to be brought down.

Core products should be displayed within the eye-level range. Product ranges should be grouped together.

Use of **MONU** marketing display tools, will enhance your display shelf – e.g. use shelf steps to make one range of products visible behind another. It makes the display look professional and well-organised and allows you to display a greater number of products within the eye level range.

Give consideration to lighting – the display needs to be well lit to help draw attention to it as well as making it easier for the client to read individual labels etc. However, some light bulbs will have a heating effect and this could cause products to deteriorate so bear in mind the ambient temperature around the shelving area.

10 Tips for Good Displays

Understand your Business

Think about what you do best and establish your USP's (unique selling points). This will enable you to be different and stand out from your competitors and be your focus for display lines and marketing principals.

Be Brand Aware

Recognise the brands & products you work with, how do they link in with your USP's. Understand what are your best sellers, most attractive or aspirational branded products. Ensure these have priority within your display environment.

Establish your Display Environments

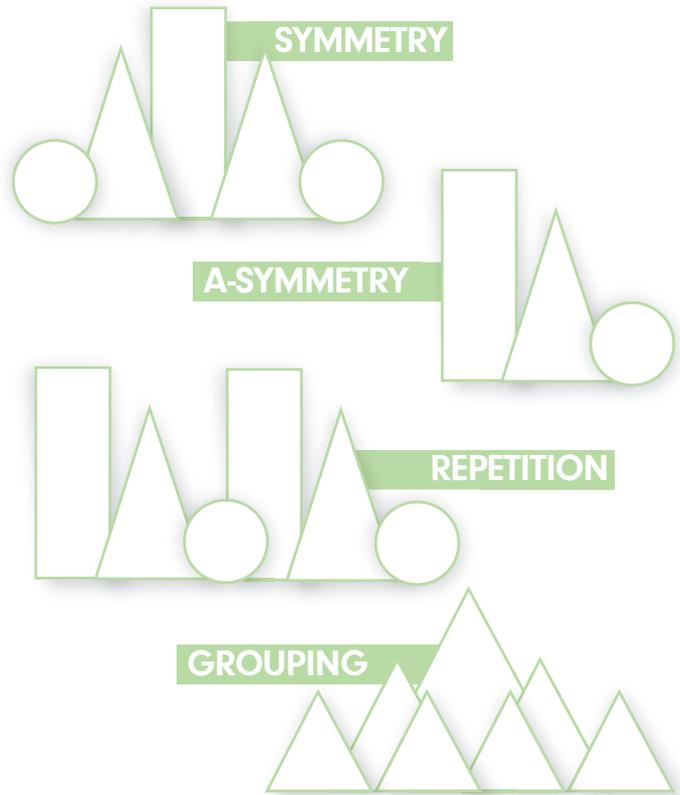
Take time to review your salon, think about the best areas to place displays. These will be windows, till points & waiting areas, other areas such as treatment rooms, walkways and blank walls can be used for quality frames/posters and specific brand point areas. Remember customers often like to browse prior to asking questions so try not to use a very busy area for display, instead use these busy areas for quality Brand images/messages to reinforce the product/sales message.

Stay Current

Ensure your display stays current. Your display should work as hard as you do selling your services!

- What are your monthly offers?
- What are your supplier's monthly offers?
- What do your customers want this time of year?
- What are your competitors doing?
- Can I do better?
- What are the current industry/local topics ie new treatments/environment etc.

These are all questions your display should answer, especially in a window! Stay in touch with your suppliers current and future offers, they will also have marketing material (often free) to support their latest offers, include these in your current theme.



- Use Symmetry
- Use A-Symmetry
- Use Repetition
- Use Grouping

These are the most commonly used tricks in the display world and are used for an individual group or whole display feature. Clever use of these tricks or rules will make a huge difference to your display.

Everything is Nothing

Do not to cram too many different brand products into the same area, this creates a confusing message with nothing catching the eye or standing out as attractive to your customer. Try to keep the brands separate to gain interest and focus, a few choice pieces from an extensive range is often better than cramming all elements together. Can't make up your mind which ones to use? Then simply revolve them on a weekly basis. Often space around a product is, visually,

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as important as the product itself. For example, a fine art work in a gallery will be hung alone to force focus on the piece, the more important the piece the more space around it, simple.

Be Well Balanced

The human eye is a very critical instrument and we are used to seeing a natural balance throughout nature, also many famous artists have studied and used balance in their work for hundreds of years and it should be respected. Balance of weight, colour and space should be thought about in your display! Sounds tricky? Not really! Just keep the heaviest or darker coloured stuff at the bottom with more space around the top; **a good ratio is 5/8ths product to 3/8ths space**. What makes a great photograph or art work? 9 times out of 10 it will be composition rather than subject or skill. It is very important to think about balance but be confident; we are so used to seeing good balance around us if it looks right it is right.

Focus – Lead the Eye

Always try to establish a focal point or two within your display, especially in a window display. This can be a strong colour, a fantastic offer, an interesting prop or product grouping. Use the balance ratio previously to help you as the eye naturally falls to a point around that ratio, try it. Once the focal point has been decided, try to arrange the display with use of nice props, if available, to lead the eye around the other groupings etc. Our eyes like to follow lines, either, horizontal, vertical or angular. Play around with it and have some fun.

Sales Savvy Staff

Take your key staff around your display areas and brief them on the key usage and sales points of the items within your display and also the stock items and treatments pertinent to but not included in the display range. Remember your display is a focal point and a conversation piece. So ensure your staff have the relevant knowledge to guide customers through your most desirable lines to increase sales revenue.

Maintain Maintain Maintain

Once you have spent your valuable time establishing your display, it is essential that the display is kept clean and managed. Customers will pick up items for a closer look and never put them back in the same place, this will quickly lead to your wonderful display looking disjointed or shabby. Always keep a keen eye on this to maintain a fresh and vibrant look.

check out salon marketing tools at www.monuskin.co.uk for more advice and helpful ideas

Successful Selling

Successful selling is about building relationships with clients. By taking the initial step of visiting a salon, a client has overcome initial inhibitions about their skincare concerns. As a therapist, you must understand this and offer both guidance and support. This requires genuine involvement and the ability to identify the client's needs and requirements. A good relationship with the client will build naturally if you have the right approach.



The first step to successful selling is the preparation.

Make sure that your salon is attractive and welcoming. Surround clients with suggestions and ideas by dressing up your salon with inspiring display materials that will silently sell your treatments and products.

Believe in yourself and be confident.

Always ensure that you have a thorough understanding of the treatments and products that you offer.

Remember to smile.

It is very important for a therapist to have a warm, helpful and friendly attitude. This approach will always evoke a positive response. The client will have confidence in a therapist who is always neat, friendly and knowledgeable.

Consultation prior to the treatment is the next critical step in the selling process.

Leave plenty of time for the consultation, it should be taken privately, in a consultation or treatment room.

Gaining a correct understanding of the client's skin concerns allows you to offer correct solutions.

Try asking these open-ended questions

Have you experienced this treatment before?

What made you choose this facial/to visit the salon?

What concerns you most about your skin?

Do you have a regular skincare routine?

Give the client the opportunity to chat in between questions; listen carefully - this information will enable you to advise effectively and tailor your recommendations.

Try gently steering the client towards the products that you use yourself, this will give them a greater confidence in the products recommended and provide a significant step towards a building a positive relationship between the salon and the therapist. Clients feel listened to and understood.

Communication

The next step in the selling process is to clearly explain the treatment. Choose your words carefully and explain the benefits rather than the techniques.

Performance

As you perform the treatment, if the client wants to talk, briefly explain the products as you use them on the skin. Regularly ask how they feel.

On completion of the treatment, allow a few minutes of relaxation and when the client is ready, start to review the treatment, highlight the benefits and then discuss the follow up care.

Handling Objections

After sales advice is a good way of introducing home care products after the client has completed the treatment. Any objections are likely to happen now because a client has not yet been convinced. If the client is negative or just not interested, don't be put off. Remain calm and friendly and let the client talk. Explain why each product has been prescribed, and use the skin's favourable reaction to the treatment as evidence.

Closing the Sale

Aim high. Do not assume that the client only wants to purchase a trial pack when the complete range may be purchased. Do not give away samples indiscriminately either as this often delays the client's purchase of the products.

Place products recommended for home use on the counter ready to purchase. Discuss one product at a time. Hold it in your hand and then hand it to the client, automatically providing a sense of belonging to the product. Another idea is to massage a little of the product from a tester into the client's hand.

Therapists lose sales because of their fear of closing. Be assertive and make a remark such as "So you will be needing this cleanser, toner, eye cream and day cream then"? The client then has to make a decision and the sale is closed. If the client is reluctant to purchase all four recommended products at once, take one or two away until the client is happy. However, re-affirm how important the complete regime will be. If there is a problem with the cost, justify the price by relating the cost back to an every day item. Always carry plenty of stock, as the client will want to take the products home straight away.

If you experience a "no thank you" or rejection, don't take it personally, continue to advise positively and concentrate on building your relationship with the client.

Always aim to book the next appointment before the client leaves the salon and follow up visits with regular mailings of salon offers and news.

Finally, show the client out personally - your polite, professional approach will be appreciated.

Staff Motivation

A successful salon is one that moves with the times, introduces new products and treatments and initiates new working practices. Keep your team motivated and their success will reflect in the performance of your business. As a salon owner, you can be a powerful motivating force for your staff. You can help them to carry out their tasks responsibly and efficiently and can inspire them to strive for higher achievements. It is your obligation to maximise your team's potential.



One-to-One

Therapists look to the salon owner for guidance, support and motivation. It is your responsibility to build on an individual's specialist skills and to provide a framework for communication. One way to do this is through regular staff appraisals.

Appraisals give you and your employee an understanding of an individual's strengths and weaknesses. It not only reviews the employee's contribution, but also ways that it can be improved.

To implement an effective appraisal system, list the key tasks from your employee's job description and set targets against which these tasks can be measured. These targets must be agreed and set between you and your employee on a one-to-one basis. This must be a two way process where tasks are negotiated and discussed rather than imposed.

Start the appraisal, with positive feedback and then progress to what needs improvement. Always take care to emphasise that their work has value - a job that is well done should not go unnoticed. Your comments should be related to the actual tasks carried out and should be based on your own observations of how these tasks are done. Feedback should be action orientated and relate to improvements that employees can make through their own efforts.

Encourage discussion by asking open-ended questions such as:

How do you think you could improve your contribution to the business?

How would you like to develop your skills?

How do you feel you could increase the amount clients spend when they visit the salon?

This will help you to get a clear idea of the individual's aspirations and should also highlight opportunities.

Team Building

Be aware of the morale within the team.

Are they interacting well and pulling together as a team? If not, negativity will be counterproductive to your business. Deal with any problems immediately. Your manner should be open, honest and straightforward and always make an attempt to see the point of view of others.

Maintain your team's enthusiasm and motivation with regular meetings and informal team chats, these are a great way of clearing the air, resolving issues, discussing ideas and launching new initiatives. A team night out or a team building day is also great for motivation.

Encourage staff to participate and use their own initiative. Encourage them to research the local market. Send them on a fact-finding mission to competitor salons in your area to compare prices and treatments, then ask them to report back at the next team meeting.

Keep up to date with latest trends by sending staff to beauty trade exhibitions and by buying trade magazines.

Keep your team informed. Always brief your team in advance on specific initiatives. When planning these initiatives give each member of staff a specific responsibility. This will boost morale and ensure that the event is a success.

Offer employees the opportunity to assume more responsibility and leadership. Take advantage of their strengths - an individual who can effectively organise the team on a day-to-day basis may be your choice for a future manager of an additional salon.

Instil a belief in the value of your staff's work - give praise publicly when it is due.

Staff Training

Training is a valuable motivation tool. It will greatly enhance staff knowledge, skills, confidence and enthusiasm. However it should be relevant and offered, not imposed. Staff training also needs to be prioritised. Look at the skills needed to improve your business. It will enable you to put the latest trends,

techniques and products into your salon.

MONU Skincare provide some of the best product training in the industry. As well as introductory training we offer advanced courses to enhance therapist skills so that your salon can offer additional treatments. Our courses are short and mostly 'hands on'. This means that the therapists return to the salon with real skills that can be put into practice immediately.

Training your staff adequately is the single most important aspect of achieving your goal of a successful salon. With the correct training your staff will be more motivated, morale will be higher and the quality of your treatments will improve.

Real Results

Your employees are your most important asset and should be recognised for the value and worth that they bring to your business. As they contribute to the development of the business through participation, maintaining their motivation is critical.

Follow these simple rules to ensure that your staff remain happy and motivated:

- Implement an effective appraisal system to agree each individual's work tasks and targets.
- Give praise and appreciation often. Instil in employees a belief in the value of their work.
- Hold regular team meetings to discuss ideas and launch new initiatives.
- Encourage employees to use their intelligence to solve problems.
- Offer employees the chance to assume more responsibility and leadership.
- Provide regular opportunities for training and upgrading of skills.

Therapists will always be motivated when they see the real results of their efforts in terms of increased business. Training courses that focus on selling techniques and marketing skills will help them do just that.

MONU Skincare Education Programme

At **MONU** Skincare we aim to offer the highest standard of professional training in a warm and friendly environment. The courses we offer will give you the opportunity to enhance your therapist skills and offer additional treatments.



Only by visiting a fully trained and experienced therapist can clients receive the thorough skin analysis they need. Only a professional therapist can recommend the perfect treatment for an individual's face and body, and only a **MONU** Skincare therapist can offer proven, effective, treatments that have been developed over the last thirty years.

Professional Training

Our skincare courses are held over one or two days and class sizes are kept small to enable more individual tuition. Each course will be a blend of theory, demonstration and hands on practice. On a majority of courses you will not only apply the treatment but receive one as well!

Experience and knowledge

Each course is taken by an experienced and knowledgeable trainer; their aim being to ensure that you leave the course feeling confident and happy with what you have learned. On successful completion of each course you will receive a certificate. This is recognised for Continued Professional Development (CPD) and can be used by your insurance company as proof of qualification.

Following completion of the course our therapists or trainers are always available if you have any queries or need advice.



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