

Breakthrough Retail Results!

by: Susie Carder

Do you want your retail sales to skyrocket? Try incentives! Everyone wants an incentive. Some people are motivated by money; some are motivated by prizes, and some by recognition! I find that if you use all three it is hard to go wrong!

We had outrageous success with the following incentive used by one of my clients in Des Moines, Iowa.

Sometimes we overlook the obvious. I believe that the front desk should be rewarded and compensated for the retail sales they generate in the salon. Why? Because they are the first relationship that is built with the client and the last person the customer sees on the way out the door! They truly become the missing link in a lot of businesses! In the salon I owned, our front desk staff captured a whopping 22% of retail sales!

We put together an incentive for the front desk team for Bella Salon and Collections. The front desk is the "catch all" for the missed opportunities. Bella Salon and Collections does a great job in retail sales. Actually, if you were to measure their success, they qualify to be in the top 10% of the industry. However, we wanted to push them over the edge and have them qualify at the top 1% of the industry!

So here is what we did! First we trained the front desk attendant with a sales script. A kind of "check-out procedure" to go through with every single client, every single time they checked out! This is the "catch all" for the missed opportunities! Usually, the person at the front desk is less apprehensive than the technicians to make recommendations! Therefore, it's a perfect opportunity to generate retail revenue.

When a client checks out, here is what we trained them to say:

"How was your service today?"

"Were you happy with the results?"

"I see that your stylist didn't recommend any products for you. Can I make some recommendations for you?" "What I recommend is . . ."

"Why I recommend that is because . . ."

"How you use it at home is . . ."

I find that most stylist or technicians don't recommend products to their clients because they don't want to sell them! Please . . .we are supposed to service our clients and by giving them our recommendations, we are adding more value to their visit to the salon!!

By using this simple technique we captured 50% more sales! What are you willing to do for a 50% increase in sales? Now, here is where we put the incentive into place for the front desk reminding them to ask the "check out" questions! Here is what we did:

If the front desk increased the average ticket by \$5.00 we gave a \$500.00 bonus!

If they increased by \$10.00 they got a \$1000.00 bonus!

If they increased \$15.00 we gave a \$1,500 bonus!

What were the results???? Well, we increased our average ticket by \$5.00, which was a monthly increase of \$9,500.00! Remember that this is above what we were already doing! As you can see, sales skyrocketed! It had the front desk asking the questions that they would not normally ask because they were hesitant or distracted with other things! This is a way to support you in having breakthroughs with your business! If everyone in the business takes responsibility for the success or failure you will have a team that out-shines the rest!