

THE THREE R'S TO CLIENT GROWTH: REFERRAL, REBOOKING & RETENTION

Q&A from Expert Peter Mahoney

Q: I'm not comfortable asking my clients to refer people to me. Can you please provide a script I can use to get the conversation started?

A: Sample script: "Mary your haircolor looks beautiful! In the next 24 to 48 hours, you are going to receive a lot of compliments on your hair. When you do, I would appreciate if you would pass along my business card. I would love to have more clients like you. In return, I would be happy to offer your friends \$20.00 off their first visit with me and would be happy to extend the same offer to you for each referral I receive."

Q: How do you suggest inviting customers to write recommendations of your salon on popular review websites?

A: I would just ask them, and when they do write recommendations, say thank you in a unique way by doing something nice for them.

Q: What can you do if you find that a client is resistant to rebooking?

A: Offer the client a "wake up" call, which simply means you call them a week before they are due to come in to wake them up and remind them that they need to schedule an appointment. 70% of these calls will lead to appointments.

If this does not work, move on to the next client and don't take it personally. As you become booked, even the resisters will fall in-line when they start having trouble getting an appointment.

Q: In order to sell this to the customers, you have to sell it to the stylists. How do you sell any of the Three R programs to the stylists?

A: You sell it to the stylists by tracking their current retention and referral business and showing them the \$\$\$ opportunity to grow their business based on the open appointments in their book.

Q: In the presentation, you mentioned the salons/stylist should be tracking retention. Can you explain how exactly to go about doing this?

A: Tracking retention is complicated and difficult to do without a proper point of sale computer system. I recommend Envision Software if you are looking for this service.

Q: I have a hard time discussing retail with my some of my new clients. How can I overcome this and will this help my client retention that much?

A: Stop thinking about selling and start educating. Every time you pick up a product to use on the client beginning at the shampoo sink tell the client what you are using and why. At the end of the service—while the client is still in your chair— tell the client you are going to write down what you have used in case the client would like to take them home with her. The product will sell itself and yes, your retention will go up because now the client can replicate the look at home. If you have time, go one step further and show the client how to apply and use the product while styling her hair. If you use and sell hot tools, show them how to use these tools and watch them fly out the door!!

- Q: Do you feel that using retail products also help with referrals and/or rebooking incentives?
- A: Absolutely, making the proper retail recommendation and educating the client throughout the service on the products being used is not only smart and effective but “completes” the experience and demonstrates good customer service.
- Q: I have a lot of clients who are cutting back during these tough times by not buying retail. What are your suggestions for up selling during these times?
- A: While this is true, it is also true that only 1 in 4 clients are getting a proper recommendation from their stylist to begin with. My advice is don't buy into this mindset and make sure you are educating every client about what you are using on their hair. Keep it current, relevant and exciting and the sales will take care of themselves
- Q: In this economy, what type of offer will attract a significant redemption?
- A: To attract a significant redemption in this economy, a one-time offer needs to be 40-50% of the service price.
- Q: What redemption rate should you expect from a Referral program?
- A: Expect 20% to 25% depending on the presentation of the offer by the service provider.
- Q: I'm building my clientele. How many customers are considered enough to keep you busy full time? What's a good goal?
- A: 200 total or 25 per week on an 8 week cycle
- Q: How do I create the certificates you referenced in your webinar?
- A: Contact us online at Summitsalon.com and request a consultant to call you for assistance.