

## Building & Retaining Clientele - Breakdown Structure

15 Mins.

Welcome students to class and do introductions hand out printouts

15 Mins.

Students will introduce themselves to each other as if they were clients coming to salon for the first time

30 Mins.

Review points 1-6 in lesson printout and answer any questions

30 Mins.

Greetings. We will practice our first impression greetings and how to respond to difficult personalities

30 Mins

We as a group will configure a post for social media and post it for client feedback

30 Mins.

We individually will look up a business that we have frequent before and write a review and post it

30 Mins.

Review points 7-12 and the conclusion in the lesson printout. Answer any questions

20 minutes

Evaluation

10 Minutes

Conclusion and hand out certificates

## Building & Retaining Clientele

New and Veteran Cosmetologists are always looking for ways to build and retain clients and boost their business. In this program we will cover some strategies to attract more clients and keep them coming back for years.

### 1. Define Your Clients Focus on potential clients who can become loyal customers.

Identify your client base and the demographics and any specific needs they might have. Then your business can focus on meeting these needs. If you already have an existing salon location, you can consider the type of clients you already serve (and what keeps them coming back). Once this is established you can get those clients to help you spread the word (more on referrals later). If you are setting up a new business, take a look at other businesses in the surrounding area and look for ideas. For example, if your business is located close to a hospital, you could advertise salon services that would benefit nurses and doctors (pedicures, massage ect) and hours that would appeal to them.

### 2. Find Your Niche.

What do you offer that your competitors do not offer? If you want more clients to come you will need to consider providing something that they cannot get elsewhere. You need to offer the potential something to lure them into your establishment. For example: an amazing special or discount or a service that is not offered already in your business area. Even just offering exceptional client relations can help quickly build a clientele. If you aren't sure what sets you apart, conduct some research with your regular clients on what brought them to you and kept them with you.

### 3. Great Experiences.

You may be great or even amazing at foils, lashes, nails but if you do not provide a trusting, professional and friendly experience chances are the clients won't stay. One of the most important ways to build a clientele is providing exceptional service in a friendly atmosphere. Treat every client like they are valued and heard. Always perform a consultation even if they are a returning client, always make sure to never say "same as last time?". Professional trendy attire is a must. You need to sell yourself to that client in your chair or on your bed.

#### 4. Social Media Increase online presence is vital in this digital age.

It makes it easier for you to share news, photos, specials and makes it easier for people to find you. Online booking is a convenient tool for people to book when they first think of it. It's important to consistently post everyday to keep client interest (usually 3-5 post a day), keeping in mind peak viewing times on social media (7am to 9am, 11:30am to 1:00pm, 4:30pm to 6:30pm) posting a picture at 1:00 in the morning will get less views than posting one at 8:00am.

#### 5. Cross Promote with Another Business Working with another local business is a great way to get new customers.

Whether it's a gym, cafe or doctors office you can promote their services in exchange for them doing the same for you. Hold a contest together or hand out coupons for each other . These also help develop strong community relations and that is extremely beneficial when building a business. Also promotes a good reputation.

#### 6. Do Not Rely Solely on Social Media.

The number one way to advertise is still word of mouth. Offer clients discounts or specials for referring you to a friend Provide them with a small token of appreciation for talking about you.

#### 7. Start a Referral Program.

Existing clients can be your best resource when it comes to salon marketing. Encourage them to bring in friends , family or co-workers by creating a referral program and reward them with discounts or additional services (like a hair treatment or hand massage). You can also make it easy for loyal clients to recommend your salon by asking them to like and share your social media pages.

#### 8. Reviews.

Get previous clients to write a review to encourage people to book appointments. This goes a long way towards boosting your visibility or social media following, suggest google and yelp as well. Send follow up emails after appointment to make the review suggestion and always respond to feedback.

## 9. Take Walk Ins.

If your salon has slow periods and it is possible to set aside a day or time where you can take walk-ins, do so. New Clients that pop in for a service and receive exceptional service are highly likely to remember it and return, turning into a loyal customer. Always hand them a business card and invite them to rebook their next appointment.

## 10. Always Try To Rebook It is very important to offer rebooking.

Before they pay, ask them if they would like to rebook their next appointment. Even offering a small promotion or discount is a great incentive (10% off next service if you rebook now) Encouraging this second visit is crucial in turning a first time client into a loyal client. It helps to create a relationship also making sure you guide them towards your online booking as well in case changes need to be made.

## 11. Specials & Discounts.

Do not let anyone tell you that you cannot run a special or discount or that you shouldn't devalue yourself by doing so. That is absolutely ridiculous. Pop up specials or daily deals are an imperative option when trying to grow your clientele. Sitting around doing nothing is neither productive nor financially beneficial. Remember it takes time to grow, and you have to give to receive. A great special or promotional offering on social media is a way to catch the eye of a potential client and may offer enough to get them through your door for the first time

## 12. Stay Active & Relevant You need to put in the work.

It is up to you and only you to build your clientele. Whether on hourly, commission or rental you are the builder. What you put in you will get back. Keep updating social media, update your education yearly. Build excitement on your social media pages . The more likes and shares you get the better. You and only you hold the keys to your success. How long does it take to build a clientele? The truth is that on the average it can take up to 2 years to have a consistent loyal following and even longer to make a profit. But it will all depend on how hard you work for it , Do your homework, set weekly goals (like for example, "i'm going to get two new clients this week") It is important to remember when first starting out some cosmetologist might see 6 to 20 in a single day but this will all depend on location, demand, popularity and the time it takes for the service, but it will mostly

depend on you. A few takeaways that are always important to remember: A good experience is important for client retention, here are a few suggestions

- Be friendly and respectful
- Look and act professional
- Communicate
- Consultation
- Greet and welcome clients immediately upon entering

It is also important to understand certain patterns or trends that are a turn off for customers, such as;

- Poor hygiene
- Bad attitude
- Argumentative
- Dirty room or station
- Waiting to long
- Gossiping in front or with client

In conclusion, expanding or growing your customers isn't something you can do overnight or by just focusing on one aspect you need to consider the whole picture and your own personal commitment to building and growing. There are many many clients for all of us to service and finding different ways to gain the loyalty of clients will only help you grow faster. Loyalty, trust, respect and exceptional service goes a long way in this industry. Let's see how far you can go

## Building and Retaining a Clientele: Quiz

Please answer the following questions

1. List 3 points you should consider when building a clientele.
2. List one way you can promote yourself and your business.
3. What should you do before your client leaves the salon?
4. What is the best form of advertising?
5. What is your take away from this class?