



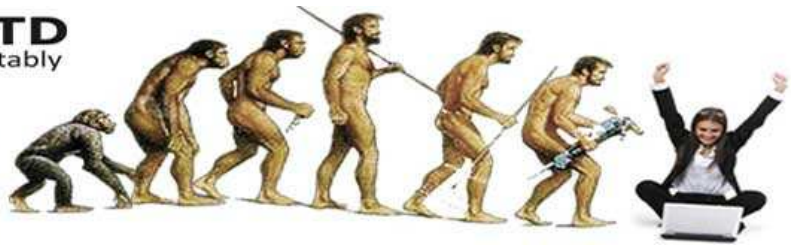
**FULLCOLUMNLTD** Strategies to grow the salon business profitably

STRATEGIC HAIRDRESSING & BEAUTY INDUSTRY CONSULTING

*supporting salon owners*



**evolve**



### Have You Heard About the Salon Evolution?

Have you heard the buzz on the streets? Things are changing. Are you ready for the salon evolution? Take a look at your salon. Is there anything about it that makes it stand out from your competitors?

I bet if you looked really hard you wouldn't find anything. You all work hard, you all have great stylists and you could all begin to lose business.

It's true. Even long established salons are failing because they have lost sight of how our society is changing and changes in society will have an impact on your salon. That isn't a criticism; salon owners are probably the hardest working people on the planet so it is little wonder that you don't get the time to see that your clients are evolving.

### Client Evolution

Clients have a much wider choice of salons than ever before. Gone are the days of the shampoo and set; today your clients are more demanding. They want the latest colour and cut. They want to emulate the world of celebrity. Personal grooming has never been so important. Their wants, needs and expectations are changing and if you are going to survive, you have to change accordingly.

**How?** Well, as the great Tom Peters said, 'do some really cool stuff, fast!'

### The Key to Success

Take a look around you. The population has become more style savvy and more multi-cultural. The older generation are living longer, have money to spend and are healthier than ever before. Suggest a blue rinse and you'll be ducking a Gucci handbag rather than a Woolworth's carrier bag.

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### So what are the keys to future success?

- Client loyalty
- Salon credibility
- Salon visibility

Remember, your competition will be constantly striving to keep ahead of you so you can never sit back thinking you've cracked it. Be complacent and you'll watch your clients enter someone else's salon closely followed by your top stylist.

### How Savvy are Your Stylists?

Surviving the evolutionary process isn't going to be just about keeping your services fresh and innovative. It's also about people.

Clients view their stylists as friends. Someone they can confide in. But it is important that your stylists view their clients as customers **not** friends.

The perfect stylist will be polite, friendly and courteous, they will respect their clients but they have to be ultra professional if they are to help grow your business.

### How?

- Encourage clients to visit the salon more regularly
- Encourage clients to buy more associated products

Not only that, but they should aim to get every client to recommend more clients to fill their column.

We teach your stylists that it is their personal responsibility to fill their own column, hence the name of our business, **Full Column Ltd**. It is our job to work with salon owners and managers to help grow their businesses.

### How Will Full Column Ltd Benefit Your Business?

Take a look at your High Street. Many small and low-grade salons are closing and more high-grade, high service level salons are opening and they are all competing for your clients.

That new business that has just opened over the road from you for example, it is already honed in to the new market climate. Your long established business is busy and successful; you are flat out therefore your eye is off the 'evolutionary ball'. Guess which business is going to be left behind.

We will work with your salon team to make them more productive 'profit centres' for your salon. Your staff will feel more professional, more respected and they will enjoy a happier working life.

Your fully trained **business orientated** stylist will then begin to build not just a satisfied client list but a loyal and satisfied client list.

**Not convinced?**

OK, look at it this way. The average **loyal client** will return to your salon 2 more times a year than the average satisfied client and the **loyal client** will spend around 20% more money per salon visit.

So based on a sample of 100 of your clients with an average spend of £35 per visit:

100 clients x 2 extra visits per year = 200 extra client visits...see what I am getting at?

**Training your staff to apply these principles is a very profitable exercise.**

**The Principles Behind Full Column Ltd**

1. Client satisfaction
2. Client loyalty
3. Client retention
4. Client referrals

These are the starting point, but to make an impact in the way you project your salon brand you must have a **mega-brand** mentality. Your message must be delivered to all your current clients and, more importantly, to your future clients.

Delivering your message to ensure it has impact is no small task and is one that requires knowledge and skills in:

- Viral marketing
- Social networking
- Business networking
- Blogging
- The internet
- Relevant tools and technology
- Brand marketing
- Visibility marketing

I am not suggesting for one moment you drop what you are doing and concentrate on gaining these skills. If you do you will certainly lose sight of the market place around you. Instead you should hire a consultant to do this for you. That way you can get on with what you do best.

We can't all be experts in every field. Most salons are fantastic at what they do, but are not fully in control of their destinies because they don't know how to present and communicate their service or expertise.

Full Column Ltd will help you achieve the 3 goals to future business success:

1. Salon credibility
2. Client loyalty
3. Salon brand visibility

After all, what is the point of having the best salon, service and products if no one knows about them or where to find them?

Too many long established companies fail because they haven't matched the above goals to their clients, existing and potential. Don't let the next one be yours.

If you would like to know more about evolution and managing the salon business, contact **Mick Say** on +44(0) 7719 061 835