

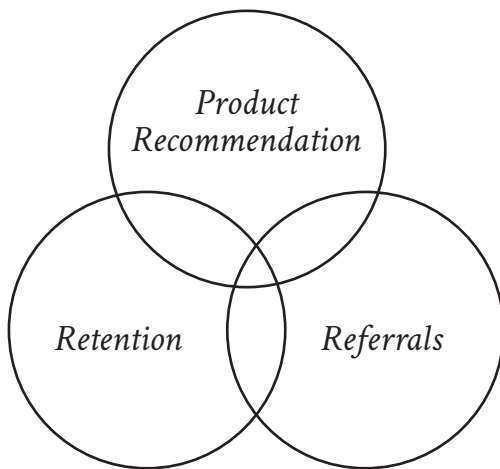


RETAIL SCIENCE

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**THERE ARE SEVEN DAYS
IN A WEEK AND SOMEDAY
ISN'T ONE OF THEM**

CONTENTS



PRODUCT RECOMMENDATIONS WHY STYLISTS DON'T RECOMMEND PRODUCTS

- FEAR!
 - Of rejection, feeling pushy, awkward
- Lack of systems/forgot
- Don't have enough time!
- Worry my client can't afford
- Lack of product or system knowledge
- No accountability checks in place
- Retail commission non-motivating

INDUSTRY STATISTICS

- National Retail-to-Service Ratio : 8-12%
- Davines salons Retail-to-Service Ratio: 23%
- To find your salon or stylists' ratio:
$$\text{RETAIL SALES} \div \text{SERVICE SALES} = \text{RETAIL-TO-SERVICE RATIO}$$
- 56% of clients say yes when a product is recommended by stylist
- Profit Margin on Retail Product: 40-50%
- Average Salon Profit Margin: 10%
- Number of Haircuts it takes to equal the profit of one Oi Oil sale: 6
- 84 out of 100 guests buy a product within 24 hours
- 68% of women from a recent poll claim they never had a product regimen recommended by their stylist

NUMBER OF PRODUCTS

CHANCE OF SALE

	30%
	50%
	60%

CONTENTS *cont'd*

AVERAGE NUMBER OF PRODUCTS USED DAILY: 4



Shampoo

Conditioner

Wet Styler

Dry Styler

NUMBER OF PRODUCTS SOLD

1	30%
2	60%
3	90%

CLIENT RETENTION RATE

SHOP LOCAL SIGNAGE



Find materials like these on [davinespro.com!](https://davinespro.com/) (In Marketing, Salon Resources, WeCare)

IN-SALON TOOLS

STYLE MAP

CLIENT _____ **DATE** _____

WISH

LONG TERM HAIR GOAL? _____

LIFESTYLE/HEALTH _____

MAINTENANCE COMMITMENT (Styling, Time, Cost & Product) _____

DEVELOP

HAIR CORRECTION: ☐ Bulky ☐ Slightly Texturized ☐ Very Texturized

HAIR TYPE: ☐ Fine ☐ Medium ☐ Coarse/Thick

GROWTH PATTERNS: ☐ Growth Pattern ☐ Curls

FACE SHAPES

☐ Oblong ☐ Rectangle ☐ Round ☐ Square ☐ Pear ☐ Heart ☐ Diamond ☐ Triangle ☐ Oval

EMPOWER

RECOMMENDED TREATMENT

PRODUCT RECOMMENDATION

Shampoo _____

Conditioner _____

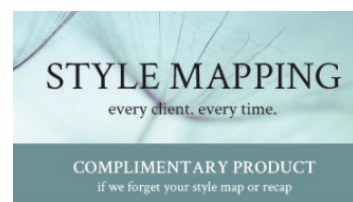
Styling _____

HAIR TYPE _____

HAIR COLOR _____

HAIR LENGTH _____

Consultation Chart Sample



Consultation Checklist Sample

WISH

Were you able to style your hair like I did?
Tell me what you liked about the cut/color
What would you like to change, if anything?
Have you had any lifestyle changes?

DEVELOP

Assess shine and condition of hair
New plan for cut/color changes
Protection and treatment regimen

EMPOWER

Recreate your look at home
Recap style & maintenance recommendations

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CONTENTS *cont'd*

BEST PRACTICES

- Display product clearly during service
- Explain a recap is coming
- Show what to use, in which order & how much
- Explain why not to shop outside your salon
- Share reasons why to shop in your salon
- Recap
- Hold yourself and your team accountable!

VERBIAGE

- “Because you can’t take me home, here’s the next best thing!”
- “In my professional opinion, you are going to need the following...”
- “If I made you happy today, I suggest this regimen to maintain it...”

- “So, I would love a healthy canvas of hair coming back to the salon next time so we aren’t limited on options. I recommend the following to support my work.”
- Remind client of each need/wish and fill it.

ACCOUNTABILITY IDEAS HAVE YOUR TEAM VOTE ON WHAT IT SHOULD BE

- Desk monitor recaps
- Client gets gift if recap doesn’t occur
- Salon can donate to a charity for every recap that happens
- Signs on mirror
- Secret shoppers