



TREATMENT SUCCESS LAB





CONTENTS

WHY SOME SALONS HAVE LOW TREATMENT SALES

- Team forgets how to do the treatments or the price
- Team has never done treatments on client
- Team forgets to recommend- they may only think of it when a very extreme case happens
- Treatments are hidden in cupboards or back room; bring them out, display them, make them part of your consultation checklist
- Stylists are offering treatments complimentary instead of charging
- Over-use, wasting treatment product affects profitability & sales

TREATMENT RECHARGE!

Use davinespro.com for menus, signage, educational, materials

EDUCATE:

- Have your team educated on the products in a staff meeting
- Have the team arrive with unwashed hair to the meeting
- Gift every team member a treatment so they can experience it on themselves and execute one on each other
- Educate team on price and how to recommend to clients
- Treat Yourself to a Raise!
 - $\$25 \text{ treatment} \times 10/\text{week total} = \$250/\text{week}$
 - $\$1000/\text{month} + 15\% \text{ tip} = \$1150 \text{ extra revenue/month!}$
 - $\$13,800 \text{ extra revenue/year!}$

**before commission breakout*

MARKET:

- Have signage throughout salon, on mirrors, restrooms, waiting areas
- Create a display out of the treatment products; try a dessert tray with a sign showing the cost, features, benefits
- Facebook, Facebook Live, Instagram, email blast out to client base
- Gift your stylists treatment passes to offer top clients as a gift; hopefully clients will buy the take home retail support and get the treatment again in future
- “Trick or Treatment!” ½ price in October or “Love is in the Hair” February
- Offset treatment cost of goods with promotions or reward points if possible
- Treatment Month! Complimentary treatments for a month, client appreciation and awareness
- Monthly Treatment Calendar; have a plan and focus for team and clients
- Add-on menu; create a simple menu for extras. Keep at each station for stylists to share with clients like a simple bistro “specials” menu, frame and post in waiting areas, restrooms.
- Gift top clients in November/December to redeem at their January/February visit
- Pack your January/February books; Pre-book appointment, Get a treatment at new year visit
- “Treatment + Blow Out” passes great for giveaways to attract new guests, low margin and high value
- Hair extensions packages including treatments in salon and take home retail, treatments



CONTENTS *cont'd*

TIME:

- Find the time to add-on; minimizing styling time with heat lamp, leave with wet style
- Ask help from apprentice, if applicable
- Use instant options such as Quick Fix
- Put treatment on hair mids/ends while color is processing

SET GOALS! HAVE A CONTEST!

- We all perform better when we have a goal; set goals for stylists and desk team in performance reviews
- Incent apprentices to add-on treatments
- Incent front desk to add-on treatments when booking and confirming appointments

CONTROL INVENTORY

- Keep treatments at front counter; record on work tickets when they are given out
- Record complimentary treatments for inventory and client history

ONGOING BEST PRACTICES

- Gift new hires treatments
- Offer sample of new treatments to staff
- Offer treatment to **all** new guests if your stylist feels they will benefit. Start good habits and great hair from the beginning. Help stylists want to talk treatments as a welcome system.
- Treatment tracker in break room, show \$ value
- Have front desk offer treatments when booking
- Treatment recommendation verbiage:
 - *Use science to explain issues & solutions*
 - *Use terms like "best selling", "our team's favorite", "sealer", "polish"*
 - *Long hair has special needs, address the ends, health*
 - *Color/toners have special needs, explain fading*
 - *Explain shine, cuticle lying down; how to regain shine with treatments*