

Strategies to build and retain your clientele

“I will do whatever is necessary to succeed.”

Time to light your fire! Do you remember the first time you set goals and achieved them? How about your first excitements about going to beauty school, working on clients, first cutting class? The first book you read that got you fired up? Lets get that excitement back into your life! Take 5 minutes to write down everything that gets you excited. Goals, relationships, vacations, future. Take that excitement and write out your next 12 month goals as if you were designing your perfect life. It’s important to know where you want to go. Identify where you are in that goal and lets get busy making it happen.

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“Set yourself up for success.”

We can do anyone once, but can you do them twice?

IMPORTANT QUESTIONS FOR CLIENT RETENTION:



Is your station clean?

Do you have the right tools to finish the job?

Do you have all color necessary to handle any service that comes your way?

Are your drawers clean?

What do your clients see when they sit down?

Do you educate your clients on what they need?

What conversations are you having?

How do you present yourself? Dress, hair, makeup?

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Action Sheet

- Station cleaned
- Tools in place
- Cabinet stalked
- Drawers clean
- Sit in your chair as the client, what do you see?
- Be ready to engage and connect with client
- Be fully ready every day, hair, makeup, dress
- Arrive at least 15 minutes before your client
- Clean up after every client

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Steps and Strategies to Build Your Clientele

- ✓ Get all client information: name, address, email, phone number, and birthday
- ✓ Put together your client list and contact information
- ✓ Send every client a thank you card or post card with a special offer
- ✓ Greet all clients like it's your first time meeting them
- ✓ Do a quick consult before the shampoo
- ✓ Do a consult at the shampoo bowl; "what are you using on your hair?"
- ✓ Give them a blow dry lesson and provide product knowledge
- ✓ Check out with purchase
- ✓ Re-book with special offer
- ✓ Immediately send thank you card to all new clients
- ✓ Make a "Refer A Friend" offer

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Be Open

REMEMBER:

To some of you this may be new information and to some, old information.

Keep in mind, we are one of the few industries left that is 100% service. No machine will ever take our jobs.

Your clients chose you, show them your gratitude. They can go anywhere.

On your down time, work on growing your business. Call clients you haven't seen, offering an appointment. Tell them did they know... You have a referral program, loyalty cards. What ever your want to offer to get them in.

Once you've worked really hard growing your clientele, please do not sabotage it. One sure way to loose clients is to reschedule them over and over again. Sometimes it only takes once.

If you commute to work but only have one client on your schedule, come in and do them. Do not say it is not worth it. Do not try and fill your next day's schedule up.

Always remember that your clients are busy. They make arrangements to come see you. You never know how difficult it may be for them to get in with you and what it takes for some to get there.

Keep track of how much time you take off. In reality, you should not be taking any time off. Work the hours to which you are committed.

I wish you continued success.

Succeed, Thrive, and Feel Alive

Stacy