

“LAST CHANCE” Holiday Business Ideas



Ho, ho, hold your horses salon owners! If you were banking on extra holiday business and your books are still light, don't give up! With three weeks to go before the end of the year, there's still plenty of time for revenue-boosting offers, promotions, specials and services. Holiday cheer is within reach, thanks to these last-minute remedies from industry pros.

Adam Broderick, Adam Broderick Salon and Spa, Ridgefield, CT and Director of Salon Development, ULTA

Broderick is turning to major retailers like American Eagle and Bergdorf's for ideas this season, adopting similarly aggressive marketing campaigns and promotions. He's enticing his clients with rewards for purchases and referrals and believes, "Salons have to take their cues from the bigger boxes and give up some margin to protect cash flow."

The "Beauty of Giving and Getting" Promotion is one of his aggressive marketing strategies. "You need to give them something compelling," he says. This program compels clients to purchase gift cards and when they do, they receive an additional gift card for free. So, spend \$150 and get another \$25 gift card; spend \$200 and the customer receives a \$35 gift card. The client has the option of keeping the additional card or using it for another gift. It's not too late to do something like this in your salon. Create some signs, alert your front desk and start pushing those last minute gift certificate solutions for clients at wits' end for gift ideas!

Broderick also has a promotion designed to boost service business. He offers a third service, like a brow wax, at a discounted price, after the client receives the first two. "By understanding your average ticket price, and by selling and adding these types of add-ons, you are giving the client a compelling reason to spend more," says Broderick. It's easy to offer these add-ons while your client's color is processing or as you're cutting her hair. What's more, by bringing your client's beauty up another notch, you're cementing loyalty and generating cash flow.

[Great Promotion to drive Jan/Feb business! BTC Postcards with a Fill-in-the-Blank Gift Certificate on the Back! Click Here to order.](#)

Karie Bennett, Atelier Aveda Salon, San Jose, CA

This season, Bennett, who received a 2008 Global Salon Business Award for Client Philosophy/Marketing & Promotion, is rewarding her clients with a \$25 gift card toward their next color service when they pre-book an appointment in January or February. To safeguard the return the promotion clearly states that it is not valid without a pre-book. The return is twofold—Bennett rewards her clients and ensures steady business during the post-holiday slowdown months.

Atelier also does big business in gift certificates thanks to constant communication. Front desk staffers answer every call with a friendly greeting and a reminder that gift certificates are available. Doing so often provides an easy solution for a caller's gift-giving dilemma.

Bennett cleverly merges retail sales with her gift certificate sales by recommending special holiday product sets. She points out that in addition to the gift certificate, these inexpensive gifts of beauty give

the recipient instant gratification—something to “hold, touch and play with”—before she books her salon appointment. To increase the anticipation and to promote Atelier’s services, she slips her service menu into each set of products.

Finally, she reminds salons to make the most of client email lists. Send a special “Seasons Greetings of Beauty Savings” type of email to everyone on your list. Remind them that the clock is ticking, but special promotions, gift certificates and even the chance to take a break from holiday stress—are just a phone call away!

Dee Adames, D&L Hair Studio, South Miami, FL

Now that Adames has had the chance to catch her breath after winning *Shear Genius* Season 2, she’s devoting her time to her clients and building her business. To pull in holiday dollars, Dee suggests pushing retail products to the limit. Two-for-one deals are always attractive to customers and don’t wait until check-out to cash in. Instead, says Adames, focus on selling while they’re still in your chair. Each time you use something new, whether at the shampoo bowl or during the styling process, explain what you are using, let the client smell it, hold it and read the back label. Place it on the counter for them to see throughout their visit. Keep reiterating the special.

To guarantee continued business, talk about your salon activities in January and February. Now is the time to mention Valentine’s Day promotions and invite them to prebook their V-Day cut and color touchup to make sure they’re romance-ready!

Laura Boton – Sine Qua Non Salon, Chicago, IL

This season, Boton feels lucky that her salon is busy, despite the state of the economy. She’s no proponent of discounting; instead she recommends offering free add-on services like a brow wax, scalp massage or manicure to holiday-primping clients. She also recommends cashing in on the New Year’s Eve crowd. Start discussing the occasion with every client in your chair and offer party-goers a great early morning package. Who wouldn’t love to head out with a professional blow-out, brow shaping and make-up application to ring in the New Year? (Be sure to staff the salon properly to handle the New Year’s Eve crowd!)

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Bryan Nunes, BLO Salon, Raleigh, NC

Bryan and Silvia Nunes also received a 2008 Global Salon Business Award for Client Philosophy/Marketing & Promotion. This season they are focusing on tool-related holiday promotions—offering free products with tool purchases. “One client came in with her daughter. She purchased a hairdryer and a curling iron, received free products and will have a happy daughter come Christmas,” says Bryan.

He also believes the slower months of January and February are a great time to generate activity with a cut-a-thon for charity. BLO is doing one on Superbowl weekend and even plans to invite the local media. The event will remind clients that the salon is a vital part of the community, attract new clients and involve the team in a worthwhile project.

Source: courtesy Behind the Chair.com