

From the desk of Dave Holtgrewe, Four Seasons Salon Consultant

It's Better to Give First, Than to Receive...

Are you so busy worrying about revenues and increased profits that you've forgotten your ultimate goal? If you ask most salon owners the purpose of their business, they'll more than likely tell you they are there to make money and profits. This way of thinking is a huge mistake. Yes, we are there to make money, but that should only be the reward for what we do right.

What we do right...?, you ask. Let me sum this up. Zig Ziegler put it simply when he said *If you help people get what they want, you will get what you want*. This goes for everyone in any business. The fundamental focus is on fulfilling the customer's want, which in our case is providing a clean, relaxed and friendly environment. Then there's the feature / benefit part of the equation. The customer wants to be tan. You offer that feature. The benefits involve your customer leaving your salon relaxed and happy because you have changed the way they look and feel. Remember, the tan is only a by-product of what we do.

What you charge them is irrelevant. If you build perceived value into your marketing, your customer will wonder how you do what you do and still make money. It's a proven fact that most customers will remember the benefits of your services long after the price is forgotten. If you take care of your customers first by offering the best in features and benefits, they'll be willing to pay more for more. This is when your money and profits show up.

I challenge you to shift your emphasis totally. Stop selling and start giving. Start helping your customer achieve *their* goal. They will spend more money than they intended to and will enjoy doing it. The win-win is this – your customers are excited about coming to your salon to get the experience, the tan they want, and they get rewarded for it. Put these same customers into your marketing program and reward them again for bringing you new customers.

To learn more about how to make this marketing concept work for you, visit us at www.fstanning.com, or e-mail Dave Holtgrewe, Salon Marketing Consultant, at daveh@fstanning.com.