

# MARCH

## march

### Themes:

- It is *Opportunity Season!*
- Show Me the Money
- Let the Sun Shine

### Looking ahead to April:

- Have plenty of staff ready for the busiest month of the year.
- Maintain an inventory level of three different price levels to meet all of your customer's needs.
- Consider changing your salon hours for the busiest tanning month. Open an hour early and close an hour late so you accommodate as many customers as possible.

### Random Things:

- Busy season is upon us. It is important to make sure your salon is stocked up on all things tanning. Remember to order early in the day. Also make sure that you have plenty of towels, eyewear, and disinfectant.
- This is the opportunity to make money. Make sure your pricing structure coincides with the season. You shouldn't have to discount your packages or lotions. Customer are ready to tan and will spend extra money to achieve that deep, dark, golden tan.

### Monthly:

- Red Cross Month-Award customers that donate blood during the month of March. A simple gift of a not-for resale packette or free mini moisturizers allows the customer to know that you and your staff appreciate this donation.
- Hello Spring Party. This is one of our favorite months of the year. Decorate your salon with spring decorations. Offer "Spring in to Tan" specials at various times of the on your slower days of the week.

### Daily:

- March 13- Smart and Sexy Day. Have customers post pictures of the sexy Spring Break Tan. Have them tag friends that they will be getting sexy and tan for their vacations. Offer a bundle of a moisturizer and SPF for the customer with the most likes.
- March 16-Lips Appreciation Day. Offer a free lip balm to all customers on this day. Lip balms are inexpensive and are great for future add on sales.
- March 17-St. Patrick's Day. Everything is green today. Have customers share their photos dressed up the day. Offer a free week of tanning in any upgrade bed for a week to the customer that gets the most likes.