

June

June

Themes:

Great Outdoors Month

National Rose Month

Looking ahead to July:

- ❑ July is HOT! Make sure the salon is nice and cool for those loyal customers that are still tanning in July. Schedule maintenance for your air conditioners to make sure they are working properly.
- ❑ There are a lot of weddings in the month of July. Start advertising for wedding season. It is a busy month for sunless sprays.
- ❑ Order sunless solutions early in the week. We recommend ordering your solution on Monday or Tuesday so that it is not sitting in a hot warehouse or truck over the weekend.

Random Things:

- ❑ Summer is upon us and it is time to start working on goals and promotions for the remainder of the year.
- ❑ This is a good time to start thinking about upgrades for your salon. A few ideas for this would be: painting the salon, upgrading equipment, and adding new services to boost sales during the slower months.

Monthly:

- ❑ **Great Outdoors Month.** The weather is getting nice and people are going to be outside. School is out and there are a lot of families that will be going on vacation. Suggest purchasing outdoor items such as SPF's, beach totes, beach towels, etc. These add-on products help your salon to generate additional revenue during the summer months.
- ❑ **National Rose Month.** Talk to a local florist and ask them to swap out tans for a rose bouquet. Any purchase over \$25 allows your customer in a drawing to win the bouquet at the end of the month.

Daily:

- ❑ **June 8- Best Friend's Day.** Bring in a friend that hasn't tanned in your salon and receive a week of free level tanning for both the customer and their friend.
- ❑ **June 10- National Flip Flop Day.** Everyone is ready to wear flip flops!! Stock up on flip flops and run a special promotion for them.
- ❑ **June 27- Sunglasses Day.** Everyone wears sunglasses. This is the perfect time of year to sell sunglasses to your customers. Be sure to offer sunglasses for both adults and children.