



Helpful Hints for Selling Lotions

Always build a customer's desire before talking price! Educate your clients on the benefits of using tanning lotions.

Tanning lotions...

1. Help your skin absorb UV rays. Dry skin reflects UV rays.
2. Give immediate results – This applies to tingers and bronzers.
3. Moisturizes your skin; resulting in a healthier appearance. Healthier skin equals a darker looking tan.
4. Speeds up the tanning process by increasing melanin production.
5. Makes your tan last longer because of the moisturizing and healing ingredients.
6. Reduces after tan odor

When price is an issue...

Let your customer make the choice by asking them open-ended questions that promote the benefits of tanning lotions...

What kind of results are you looking for?

What plans do you have for this evening/weekend?

When is your vacation?

Where are you spending spring break, or any other holiday?

What are important qualities that you look for in a tanning lotion?

Which do you prefer– pure lotions, bronzers or tingle?

How often do you think you will be tanning indoors/outdoors?

How often will you get a sunless spray?

Believe in your products and sell them with confidence.