

SELLING TIPS

Courtesy of Four Seasons Sales & Service



for every season | **FOUR SEASONS**



ANYTHING BUT TANNING!

- Greet your customers when they walk in the door with anything but tanning.
 - “Hi Karen, how is your day today?”
 - “Are you enjoying this weather?”
 - “Hello Gina, you look great today! What are you up to this afternoon?”
- Your goal is to put them in a good mood when they walk in the door.
 - They will remember the pleasant experience they have and look forward to coming again!
- NEVER greet a customer with “Last name?....How long?”
- Don't forget to SMILE!



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NO ASSUMPTIONS!

- When a customer walks in the door, NEVER assume if or how much they are able to spend. Looks can be deceiving, so don't judge them by their car, clothing, or handbag!
- Treat them like they're here for a "day at the spa" experience.
 - Greet with a smile, offer a cup of water, walk them to their bed (if you can).
 - You want your clients to leave feeling relaxed and happy, not like they just made a grocery run to Wal-Mart!
- Consider your client's skin tone. If they are very pale, you don't want to recommend a heavy bronzer as it will more easily streak on them.



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“WHAT PRODUCT ARE YOU USING TODAY?”

- If the answer is “None, I don’t need lotion to get a tan.”
 - Use open-ended questions to find out why they think they don’t need to use a lotion.
- EDUCATE – DON’T ALIENATE
 - “Gina, it’s important that you know that using lotion is not only good for your skin, but also helps to maintain your color so that it will look better, for longer. If you use a good lotion when you tan, you’ll save TIME and MONEY.”



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PEOPLE



EXPERIENCE



PRODUCT



SUPPORT

“WHAT PRODUCT ARE YOU USING TODAY?”

(CONTINUED)

- If the answer is “I use this (bottom-of-the-line) lotion.”
 - Encourage the fact that they use lotion at all. Ask them what they like about the one that they use.
- Ask open-ended questions to find out the qualities they look for in a lotion and narrow down to your top 2 highest price-point products.
- (you to the customer) “I’m going to show you 2 products that I think would be really great for you...”
 - Showing only 1 product option = yes or no conversation, easily turned down.
 - Showing 2 products = A or B conversation “Which of these 2 do you like better?”
 - Let them hold the product. Smell it, feel it. This creates a sense of ownership.



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SUPPORT

“WHAT PRODUCT ARE YOU USING TODAY?”

(CONTINUED)

- When showing products, give 2 Personal Anecdotes and 1 Sales Point per \$15 in retail value
 - (you) “This lotion has been so popular, we’ve barely been able to keep any on the shelf!” (personal point)
 - “I bought this for my sister and she swears she’ll never use another bronzer again!” (personal point)
 - “This (lotion) contains caffeine, which is going to help tone and tighten your skin for a more youthful appearance!” (sales point)



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ADD-ON SALES

- If you carry body washes and scrubs, or a variety of tan extenders, you want to EDUCATE your customers on the importance of quality products.
- Ask “How do you maintain your color when you go home?”
 - This leads to a conversation about at-home care products.
 - “Just like your hair stylist recommends professional care products to protect your highlights, etc, we offer professional options to protect your tan.”
 - Common products found at most drugstores often contain ingredients such as *sulfates and mineral oils* which can strip your color and cause your tan to fade faster.
- Taking care of your skin at home will dramatically improve the color you get when you tan (with a lotion) and also help that color look great for longer.



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ADD-ON SALES

(CONTINUED)

- **PROTECT YOUR INVESTMENT**

- Tanning is expensive. Would you buy a new car and never get the oil changed? No. You are going to take care of your baby!
- You want to take care of your skin too!
- Show the client coordinating products (body wash, moisturizer, sugar scrub) and place them in order of importance.
 - “THIS is the most important tool to *protecting your investment* and getting the best results you possibly can.”



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NERVOUS??

- If you're nervous about talking to clients, start with someone who already uses a product in the same line and sell them on the moisturizer or scrub that goes with it.
- Strike a conversation with the regular customers that you're familiar with. Find out why they chose that lotion and maybe even sell them on the next step up! (Make mental notes- *these* are the reasons why "the people" love this product!)
- Be EXCITED and PASSIONATE and it will be easy to talk to your customers about the products you have to offer.



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