



# snips

March 2009

## Recovering from Snow Days: *Full Speed Ahead!*

There was no shortage of snow days this winter, and for many of you, the lost sales from salon closings and homebound clients made a dent in your checkbooks. Fortunately, business is picking back up as the snow melts and clients lives' return to normal. Right now you have a tremendous opportunity to recover those lost sales dollars and better yet – to grow your income permanently!

You may not be able to control the weather but you can control your attitude, how hard you work and how smart you work – and get your business back on track. It's time to go into FULL SPEED AHEAD recovery mode.

What exactly does this mean? It means *being prepared* to serve your clients. It means coming early and staying late. It means taking every opportunity to upsell, and taking risks to build new business. You have nothing to lose and everything to gain, so read on for ways to promote your business...here's to your success!

## What to Say: Putting Words in Your Mouth

**BRING THEM BACK:** "To keep this look you will need to come back in four weeks, or you won't like your hair. We can set your appointment up before you leave today."

**UPSELL A BROW WAX:** "Your new style shows off your face so nicely. Would you like me to shape up your brows for you? It only takes a few minutes."

**UPSELL COLOR:** "A few quick, easy highlights would really make this style pop. Would you like to try a few today?"

**UPSELL CONDITIONING:** "A conditioning treatment would really help add that smoothness to your hair that you like. I can do it right here at the shampoo bowl for you."

**SELL RETAIL:** "In order to do what I do, you have to use what I use."

**ASK FOR REFERRALS:** "Your hair (skin/nails) looks great. When someone compliments you on your hair, will you think of me? Just let them know where to find me. Here are a few business cards to hand out to people who are interested."



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## Salon Plaza Advantages

- Financially strong ownership since 1936
- Not franchised
- Business and Educational support
- Beauty supplies available
- Healthcare benefits available



[www.salonplaza.net](http://www.salonplaza.net)

## The Social Media Secret: *Guaranteed to Grow!*

**200 million people worldwide are on Facebook right now...  
are you talking to them about your business?**



**Stop giving your money to someone else! If you're ready to take control of your income and improve your quality of life, it's time to call Salon Plaza! We offer private, lock-and-key suites in a one-stop beauty mall for your clients, with virtually no up-front costs! Let us make your dream come true today - call Julie at 1-800-877-3689.**

### Contact Us!

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**Marilyn Opitz**, from Marilyn's House of Style Salon at Congressional Plaza, has discovered the secret of social media. She says,

**"Without having to work ANY extra hours on my feet at the salon, or spend ANY extra money on advertising, I've been able to not only expand my client base, book appointments that I would have otherwise missed, as well as offer new services, using ways that didn't even exist five years ago. I was able to think outside of the box, and turn things completely around for myself this year."**

**How did she do it?** This bright and savvy Salon Plaza Business Owner went digital! Here are a few of the strategies she used that changed her business for good:

1. She did a search on MySpace for people in a certain mile radius to her salon, and in the target age range that would help build her business – then sent them information about her salon and new client specials
2. She collected client email addresses and started sending them emails about her schedule, specials and new product information
3. She joined Facebook and "friended" as many people as she could, and joined fan pages and groups for her professional interests
4. She created a fan page on Facebook. "Things just exploded when I made a fan page for my business. I've been able to show photos of my work, product information and share creative ideas. I've been able to keep all the clients who are "friends" on the site, inform them of changes to my schedule like sudden openings and cancellations."
5. She revamped her referral program and advertised through Facebook. "It gave current clients more ways that they could reduce the prices of their services by referring new business to me. This created a new way to stimulate business, as well as make my existing clients' services more affordable to them.  
  
"My existing clients actually use the social media to network for me. Sometimes they create an online buzz just by changing their profile photo with the new hairstyle or makeup that I give them and sending people who ask about it to me."
6. She uses her iPhone as a "built in portable receptionist" to book appointments. "It's like my business is open 24 hours a day/7 days a week, without me being actually at the shop to have to be there to answer the phone to make an appointment."
7. She uses the Pandora application on her iPhone to tailor the music in the salon to each client's taste and set herself apart from other salons. "I can provide a special service that not many other salons think to do."