

# Are your clients forsaking their regular salon visit for a swanky restaurant meal?

By Lisa Conway



One thing we can rely on is change ... and the hair and beauty industry is no exception. A big change over the last few years has been the decline of the regular salon visit. In years gone by, the “six-week regular” was a by-product of the fashion for neat, precise grooming. Today’s fashions are different; fewer women see the need for frequent salon visits. But, I ask you, is the demise of the lock-it-in six-week regular or a change in fashion your biggest challenge? I think not.

**Today, I believe your burliest competitor isn't another salon: its cafés and restaurants. Yes, people are choosing to spend their weekly discretionary funds eating out.**

People are busy like never before and part of the reason they choose to part with their hard-earned dollars for a meal out, is that they're time-poor.

For many people, having a meal at the right restaurant is a treat – a wonderful, personal

experience. It not only saves time, it's like a spirit-lifting tonic.

What if you could elevate your salon experience to that same level? The right clients would see value in the salon visit and would be happy to pay for the privilege.

So, where are we going wrong and what can we do?

I believe, as an industry, we've somehow accepted that people tell us when they need

us. It seems that getting the client back is a huge challenge. What if we reinvented our thinking around the client desiring more visits?

Salons that just style have been popping up all over the place. Blow-dry bars are collecting clients who want to be pampered but can't make time for a full salon colour, cut and style session.

The real kicker? They're getting their express hair service then heading straight