

# IS YOUR BEAUTY SALON OR SPA ON THE NOSE?

By Lisa Conway

*First impressions count. Initial judgement forms within milliseconds, then sticks, colouring any newcomer's perception of your salon or spa indefinitely. Get that first impression right and you're off to a flying start. Get it wrong and you're already two steps behind. Have you ever considered that a bad smell could be sabotaging your first impression?*



Think about this scenario.

You've done your planning. Your promotion to drive new prospects into your business is up and running. People are popping in to enquire about your offer and check you out a little closer.

Exciting!

They might ask you a question or two around the service and take a price menu away.

This is a crucial point in your sales process. You

need to have every box ticked. Reception area looking tasteful and spotless. Mood lighting. Soft music. Friendly greeting.

But what about that offensive smell lurking in the air? Have you thought about that?

If your beauty salon is on the nose, that's what your potential clients will notice and remember. And you'll struggle to get them across the line to the next stage: making an appointment.

Over the years, I've heard people say they can't

stand the nail technician smell or the wax pots or the tanning booth ... or all three. Personally, I love all these smells. The one I struggle with is the laser – the smell of burnt hair can make me feel quite unwell.

Most salon owners think they can't remedy the smell factor and that clients just need to tolerate various smells as part of the service. In fact, the solution is often as simple and affordable as installing an exhaust fan in each treatment room.

Maybe you think your salon comes up smelling