



# Show & tell

There's an excellent reason why 'show and tell' rolls off the tongue – that's the order in which ideas are best received. **Lisa Conway** explains.

**T**here's a lot of complicated theory about retail sales and how to go about boosting yours in your salon, clinic or spa. And why not? It's a massive opportunity for financial growth. We all get that, even if we're yet to master the skill of selling.

Most of the theory misses the core truth in the retail sales process – you are simply solving someone's problem. Why else would a person buy something from you?

The theory gap is this: understanding that what you sell and what you solve are two different things. I call it the 'I need to buy a hole' principle.

If you were to go to the hardware store and buy yourself a drill and a packet of drill bits, you'd have bought two items but not solved your problem. Not yet. Stick with me here.

It's not until you get the drill home and actually drill a hole that your problem is solved. We buy drills when what we actually need are holes.

We buy a haircut or colour when what we actually need is to feel stylish or sexy, to get noticed and admired, or simply to feel neat and tidy.

We buy a facial or a skincare program because we want to feel more beautiful.

We don't get waxed or plucked to feel the pain. There's no fun in that. We endure the pain because we want smooth, silky, hair-free skin.