

“The first step is to excite your team and build their belief that those who can offer hair-up are an awesome bonus to the clients they serve, and a bonus for them.”

Let’s talk about how you could introduce the express service to your salon:

The first step is to excite your team and build their belief that those who can offer hair up are an awesome bonus to the clients they serve, not to mention a bonus for them.

It’s easy to share some tips. Within two or three lessons everyone on your team will be off and running, and on their way to getting over the “I can’t do hair up” speed bump.

You’ll need models – they’re simple to find because you can just pin and unpin; no changes are really made. And long hair models are far easier to find.

You’ll also need some good images of what you’re going to be working on. A Google search will soon turn up what you need.

Keep the training short and sharp. Be ready when they arrive and don’t run over time. Deliver what you promised and you won’t have any trouble getting them back for lesson two.

Add some homework to the mix. Suggest they re-create the look before you meet again next week. Smart phones mean they can share images or video footage with each other.

Now, you need to get the “EXPRESS DO” word out to your clients. You could collect the homework images, post them to Facebook or Instagram and ask the question: would you love an EXPRESS hair up after your next haircut? Explain that it will only take 15 minutes and cost just \$37 instead of \$90.

The beauty equivalent of the EXPRESS DO is smoky eyes, something the average untrained person struggles to master. Done well, smoky eyes (or any creative eye makeup) are stunning; they change the whole face. Game changer.

Most people cringe at the thought of having their makeup done and see it as a special occasion only service. Why not think outside the square and offer EXPRESS makeup services? A junior is the perfect candidate to train-up on this. I’ve seen it work well – the staff love it and can recommend retail as well.

You could offer two types of EXPRESS makeup services:

- ♦ out-to-impress evening style
- ♦ natural and subtle day style

Incorporate a ‘how-to’ lesson as you apply and you’ll double your chance of a retail sale.

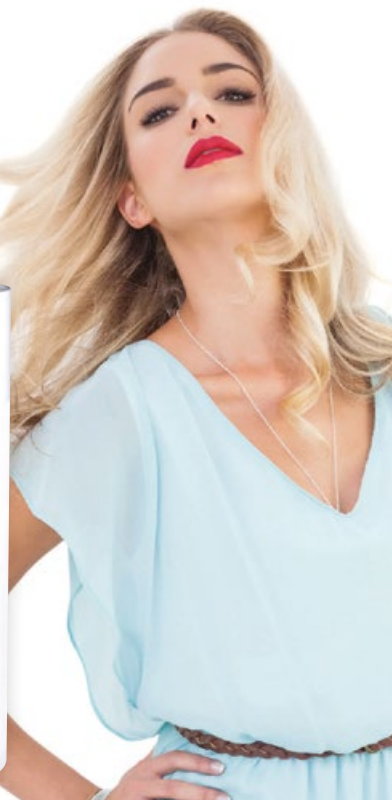
Beauty salons that sell a makeup range have a distinct advantage over hair salons because the retail range can be so extensive. I counted more than 17 shades of eyeshadow in my personal kit, yet I only have two eyes.

Perhaps now is the time to review the full range of services you provide. Are some of them rarely (if ever) requested?

Why not replace those underperformers with something new, affordable, fast and easy-to-sell to your clients?

I dare you. Introduce EXPRESS hair up or EXPRESS makeup to your repertoire and enjoy the take-up from your inspired team and eager clients. **IN**

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