



A warm RECEPTION

I am often asked “When do I know that I can afford a receptionist?” and my response is often the same: You can’t afford to NOT have one, says **Jay Chapman**.

BOOKING APPOINTMENTS AND taking calls in the middle of a heavily booked day in a salon or spa is undeniably inefficient and could be costing you more money than you think.

So, can a receptionist really generate income for the salon? In short, yes. Here are my tips for hiring a stellar front-desk operator who will move your business to the next level.

Firstly, we need to recognise the missed opportunities that occur daily in our salons and spas.

Following are some examples of everyday

situations where money could be walking out your front door.

The gaps: you’ve seen them. A busy day, but full of 15-minute gaps that waste time and in turn, chew up opportunities to look after more clients and larger services. Train your receptionist to manipulate the book in a way that frees up time with your therapists. It’s no-brainer.

Upgrades: It baffles me how many salons don’t have a plan for upgrades or add-ons. It’s a simple and very effective strategy to customise your clients’ service and create a strong point of difference.

Retail sales: More often than not your therapist will be recommending take-home care during the treatment, but fail to close the sale when it comes to checking out. Whether they run out of time, feel too pushy and/or simply