

YOUR 'WOW' NEW CLIENT EXPERIENCE

By Jay Chapman

What are your feelings towards new clients in your books? Do you have lots of them? How are they allocated? Are they in your column or in your teams? Would you like more or less of them post-lockdown?

When we deep dive into the role that new clients play in our business, these are the questions that we must ask ourselves. It often surprises me how many salon owners take for granted the numbers of new clients on the weekly reports.

Today I want to take you on a deep dive into your new client experience, making sure you are super clear on how to deliver service in such a way that keeps people coming back for more!

Let's start by looking at your role with new clients.

If you are in a position where you are wanting new clients, it's time to flex those marketing muscles to get them through the door. If you'd like new clients** BUT** you want to place them in your teams' hands, are they up to scratch to give them a phenomenal service and retain them? If you're wanting to set your intention to close your books or reduce your clientele/time on the floor, what boundaries are you thinking of putting in place to make this happen?

Time to crank that Blue-sky Thinking!

What is blue-sky thinking? Blue sky thinking is about removing your limits! Thinking about what it is that you REALLY want in business. SO! If there were absolutely no limits, no judgments, and no consequences, would you personally close your books to new clients? Do YOU really need to grow your own client base?

Let's do some blue sky thinking right now and look at your options.

****Theoretical Option A****

Throw yourself into growing your biz:

- 0 new clients in your book
- 6-8 hours growth related actions
- Requires time/money/resources/potential out-sourcing
- Revenue = The sky is the limit

****Theoretical Option B****

Throw yourself into looking after new clients:

- 4 new clients in your book
- 6+ hours of work on the floor
- Requires exceptional consultation/service/quality
- Revenue = \$600+ depending on services + potential future revenue if retained



All too often I see salon owners not truly appreciate the value of their time. If you personally have gaps in your appointment book and you want to grow how many clients you look after, option B is great for you!

However, most salon owners if they are really honest with themselves, want to opt for option A. If you have a tan and you are able to flex that business growth muscle, more often than not the return on investment of your time greatly outweighs you spending hours looking after new clients.

There is a phenomena which I have experienced firsthand, when I look after new clients they leave hungry for more, a complete raving fan, spending a truckload of money and telling all their friends about how amazing the service was. BUT! (And a big but), I didn't want to grow my client base and I had a team that could not deliver the service that I did.

I needed to make an epic shift in my mindset and also an epic shift in where I spent my time in the business.

The sooner I realised that I could impact the lives of more people by showing my team how I delivered that exceptional client experience, the faster and more sustainable my business grew.

So, this begs the question, what's YOUR "New Client Experience" like? Is it:

- Special
- Unique
- "WOW"
- Memorable
- Do you have a strong consultation? How long is your consultation?
- What do they expect?
- What are your touch points?

- How do you create connection or personal rapport with them?
- Do you have a welcome pack? If you do, what's in it? If you don't, what's stopping you?
- Do you get them to bring anything to the table? For example: Their product, styling tools, visuals etc?

So, if you can't say a resounding and confident yes to the above questions, Let's Level Up! It's challenge time!

"CLIENTS DON'T REMEMBER WHAT YOU DO, THEY REMEMBER HOW DO YOU MAKE THEM FEEL."

If you are a super organised salon owner you may just have your education and training mapped out for the months to come, for every training and education that you have booked and organised, I want you to match that with training and education on how to deliver incredible service to your new clients.

Please remember, clients don't remember what you do, they remember how do you make them feel. It's time to step up and level up your client experience to create a tribe of raving fans.

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