

WOULD YOU LIKE FRIES WITH THAT?

WHAT YOU NEED TO KNOW WHEN LOOKING FOR RETAIL PRODUCTS FOR YOUR SALON

By Lilliane Caron

Retail products have a much higher profit margin than most salon services. They have the ability to increase your bottom line dramatically, which makes them a very important part of your business.

Up selling retail products at the end of a treatment can sometimes be a challenge, especially if you're not stocking the right products, or products you are familiar with. You need to make sure you select products that are most relevant to your services and your client's needs.

When it comes to choosing which products to retail there are a few things you should consider:

1. Does it work?

Now this might sound fairly obvious but generally in the beauty industry, people want products are going to help fix an issue i.e.; Ingrown hairs, dry skin, skin irritation etc. Make sure you stock products that actually do what they say they do! You only really get one shot to prove to you client that you have their best interest at heart, selling them a product that doesn't work will hinder your chances of ever upselling them a product again.

2. Price point

Understandably price plays a huge factor in whether or not a product will sell successfully. You are much more likely to up-sell a \$20 product rather than a \$90 product, especially when the client is already handing over money for a treatment. The key is to make sure you stock products that are affordable to your client, yet still offer a reasonable profit margin for you.

3. Education & Training

Look for companies that actually provide their stockists with education and training. Some companies will offer this on their website through an online portal or via a company rep that will come and do product knowledge with you and your team. You can't sell something you don't know about, so making sure your team are educated about the products you are trying to sell is extremely important.

4. Marketing Support

When it comes to retail, any little bit of marketing can help. Stocking a brand that will provide you with free marketing support such as posters, brochures, t-shirts, window decals, shelf wobblers or even samples can be extremely beneficial. Having content your clients can read while waiting for their appointment is a great way to 'plant the seed' and encourage your clients to consider their own needs. It may even prompt them to ask you about a particular product instead of you having to ask them!

5. Values

Whether your products are vegan friendly, Australian made or not been tested on animals can be huge deciding factors for many consumers. Do your research! Choose products that are manufactured locally by Choose Cruelty Free Accredited companies. This can be your go-to selling point or a great way to spark conversation about why you like the brand and their products.



6. Comprehensive offering

Often it is easier to sell items when there are several products in the range. It shows that you have a solution for various clients. For example, you could sell a body scrub with a moisturiser or an exfoliating mitt with an ingrown product.

7. Reputation and quality of the brand

Stocking brands that have a good reputation can definitely increase your chances of making a sale. These days, consumers are paying more attention to what they are putting on their body. Many people read ingredient listings and have a wealth of knowledge about what ingredients may or may not be good for them. Having products that have a good reputation, and known for being made with high quality ingredients means half the work is done for you!

8. Competition

Make sure you are familiar with other products on the market. Know the strengths and weaknesses of competing products so that when asked, you can explain to your client why your product is better.

Whether your retail display is large or small, browsing for products should be an experience! Keep your displays organized and clean. No one wants to buy a product that is dusty; not only is it visually unappealing, it also looks like no one else liked the product enough to buy it.

Make sure you only choose products you believe in, this will make selling them much easier. You will no longer feel like you're selling anything – you're just simply recommending products you know will be right for your client's needs. Your recommendation will start building a trusting retail relationship with your clients, which will ultimately lead to further retail sales.

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