



DELFORGE + Co

**BECOME COMMERCIALY
AWARE**

**DELFORGE + CO
THE 360° RETAIL STRATEGY IN SPAS
AND SALONS©**

DELFORGE
+
Co

CLINIQUE



U.R. Beautiful

L'OCCITANE
EN PROVENCE



Steiner

SKINCARE • SPAS • EDUCATION

Global Commercial Trainer

Global Business Development Strategist

Judge for:

**World Spa and Wellness Award
Professional Beauty Award
British Hair and Business**

Award



EXCUSES... EXCUSES...

I AM ONLY A THERAPIST

I DON'T KNOW HOW TO SELL

MY CLIENT IS ONLY HERE TO RELAX

IT'S CHEAPER ONLINE

I'M HUNGRY

AM GOING HOME

MY CLIENT ALREADY PAID £60 FOR HER TREATMENT

MY CLIENT HAS EVERYTHING AT HOME

MY CLIENT CAN'T AFFORD IT

MY CLIENT HAS A GIFT VOUCHER

MY CLIENT DOESN'T SPEAK ENGLISH

MY CLIENT NEVER BUYS ANYTHING

I DON'T HAVE TIME

**MY CLIENT IS TOO YOUNG SHE DOESN'T
NEED ANYTHING**

**MY CLIENT IS NEW, I DON'T WANT TO
BOTHER HER**

**THE PRODUCTS ARE NOT GOOD ENOUGH
FOR HER SKIN**

IT'S A MAN HE WILL NEVER USE THEM

...

**THE CUSTOMERS DON'T BUY ON
SATURDAYS**

**WHETHER YOU
THINK
YOU CAN
OR YOU THINK
YOU CAN'T,
YOU'RE
RIGHT.
-HENRY FORD**

*IT'S ALL IN THE
MIND...*

7 BEST PRACTICES TO INCREASE YOUR RETAIL SALES

THE CLIENT

THE MANAGER

THE THERAPIST

THE RECEPTION

MERCHANDISING

MARKETING STRATEGY

THE MAGIC



£10 * 5 days * 47 weeks = £2,350
*** 6 team members = £14,100**

1 - THE ROLE OF THE CLIENT

THE CUSTOMER JOURNEY: WHEN DOES THE CLIENT LOSE HER INTEREST?

WHY DO THEY WANT TO PURCHASE?

CONSTANT INTERACTION WITH PRODUCTS

BODY LANGUAGE USED

INTEREST MAX 3 PRIORITY PRODUCTS

PR BOOK IN VARIOUS AREAS

TVS WITH VIDEOS

RETAIL BOUTIQUE

SAMPLES AND RETURN POLICY



2 - THE ROLE OF THE MANAGER

THE TEAM:

TO TRAIN AND DEVELOP YOUR TEAM ON RETAIL SALES
MOTIVATE AND INVOLVE YOUR TEAM IN PRODUCTS
SET GOALS AND INCENTIVES
MONITOR RESULTS, INDIVIDUAL AND TEAM PERFORMANCE
FOCUS ON RETAIL WHEN INTERVIEWING
DAILY MINDSET
CREATE AN OUT OF STOCK LIST

THE STOCK MANAGEMENT:

COSTS AND RETURN ON INVESTMENT - ROI
MANAGE SUPPLIER RELATIONS
CONTROL STOCK WITH MIN AND MAX QUANTITY
MONITOR STOCK LOSS (NO MORE THAN 2%)
SALES FORECAST (20% MIN OF TOTAL REVENUE)

BUSINESS DEVELOPMENT:

CREATE A YEARLY BRAND STRATEGY
IMPLEMENT THE MERCHANDISING
GENERATE DISPLAYS IN ALL AREAS
FOLLOW-UP OF THE MERCHANDISING
GIVE PRODUCTS TO THERAPISTS
NETWORKING



BEFORE THE APPOINTMENT:

REVIEW CUSTOMER RECORDS
PLAN YOUR SALES DAY
KNOW YOUR TARGETS
KNOW THE LIST OF OUT OF STOCK
LEARN ABOUT THE PRODUCTS AND MARKETING
FOLLOW-UP OF THE IMPLEMENTATION OF
MERCHANDISING
MENTAL PREPARATION FOR SUCCESS

DURING TREATMENT

CONSULTATION
UNDERSTAND THE CUSTOMER'S EXPECTATIONS
VALIDATE THAT THE SERVICE CORRESPONDS TO THE
DESIRED RESULTS
KNOW THE RIGHT QUESTIONS
BESPOKE THE SERVICE PROTOCOL IF POSSIBLE
POST-SERVICE TIPS AND RECOMMENDATIONS
REBOOKING TIPS (FREQUENCY OF FUTURE VISITS)
GIVE THE INFORMATION AT THE RECEPTION

AFTER TREATMENT:

UPDATE CUSTOMER RECORDS
CUSTOMER RELATIONSHIP MANAGEMENT

3 - THE ROLE OF THE THERAPIST



BEFORE TREATMENT:

**PRODUCT AND TREATMENT KNOWLEDGE
BRAND AND SPA/SALON ETHOS
INVITE CLIENT TO BROWSE WHILE WAITING**

AFTER TREATMENT:

**COLLECT THE INFORMATION POST-CARE
BASKET TO RECOVER THE PRODUCTS SOLD
PREPARATION OF THE PURCHASE
BAG WITH ADDITIONAL SAMPLES, GIFTS OF
PURCHASE...
LOYALTY CARD
MEMBERSHIP CARD
FINALIZE THE PURCHASE: "REMOVE THE BARRIER
RECEPTION"
OPEN-HOLD THE DOOR POST PURCHASE
MONITOR SATISFACTION
GENERATE ENTICING DISPLAY
IMPLUSE BUY PRODUCTS
ENSURE THE RETAIL AREA IS CLEAN AND
REPLENISHED**

4 - THE ROLE OF THE RECEPTION



5 - THE ROLE OF MERCHANDISING

MERCHANDISING PLAN ACCORDING TO THE MARKETING PLAN

INTERACTIVE MERCHANDISING

INFORMATION/ SHELVE TALKERS/ POS

ENSURE AVAILABILITY OF CLEAN TESTERS AND RETAIL PRODUCTS

FACTICE WHEN NEEDED



6 - THE ROLE OF MARKETING

CONCEPT & HISTORY OF THE BRAND

Positioning/ concept / strategy: what story is told?

MARKETING CALENDAR

Yearly plan according to your Guidelines
Quarterly Activities
Implement and delegate

KNOW YOUR USP AND VALUE PROPOSITION

Why do customers come to you?
Why are you special?
Why choose these brands partners?



THE MARKETING

PERFECT YOUR RETAIL STRATEGY

**BRAND CONCEPT
MARKETING CALENDAR
COMMUNICATION**

7 - THE MAGIC: CREATE A BUZZ



WIN A BASKET COMPETITION

CREATE VIDEOS ABOUT FAVORITE PRODUCTS OF PRACTITIONERS / TEAM

GENERATE AN INTEREST WITH SOCIAL NETWORKS

FOCUS ON THE NEW PRODUCT/THE PRODUCT OF THE MONTH

CREATE A MINI-SPACE "TRY ME"

"DESTROY" THIS PYRAMID

QUARTERLY MEETING

MONTHLY FOLLOW UP

WEEKLY ENCOURAGEMENTS

BINGO

PIZZA NIGHT



CREATE YOUR STRATEGY:

1 DAY A YEAR TO PLAN THE WHOLE STRATEGY

ANALYSE ACTIVITIES AND COMMUNICATE THEM

QUATERLY MEETINGS

MONTHLY MEETING

1 DAY A WEEK TO FOCUS ON MARKETING (INCLUDING RETAIL)

DELFORGE + Co

A white tablet computer is positioned diagonally on a light-colored wooden desk. To its right is a white ceramic coffee cup filled with dark coffee, sitting on a matching white saucer. A white pencil lies horizontally in front of the tablet. The background is softly blurred, showing more of the desk and some papers.

KEEPING UP WITH THE BEAUTY INDUSTRY FACEBOOK GROUP

@delforgeandco – Facebook Page, Twitter, Instagram & LinkedIn

Webinars – YouTube or www.delforge.co

London School of Beauty and Make up – 1 day and 3 days workshops from June

**BECOME COMMERCIALY
AWARE**

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A white tablet computer is lying on a wooden desk. To its right is a white coffee cup filled with dark coffee, sitting on a matching white saucer. The background is a soft-focus view of the desk and some papers.

360° RETAIL IN SPAS AND SALONS TOOL WORTH £27

**2 WINNERS OF 1 HOUR SKYPE COACHING
WITH SWOT ANALYSIS OF DIGITAL COMMUNICATION**

**BECOME COMMERCIALY
AWARE**

**DELFORGE + CO
THE 360° RETAIL IN SPAS AND
SALONS©
TO BOOST PERFORMANCE**