



Dear Skin Care Educator:

We've met many of you face to face over the years as we've visited schools and shared information with you and your students about Associated Skin Care Professionals (ASCP) and the benefits of professional membership.

In conversations with hundreds of you, and with our own members working in the field, we've learned that many students and graduates struggle with the expectation that they sell retail products to their clients. Let's face it. Many estheticians don't like to sell, even though they realize that retail can play a big role in whether or not they succeed financially as well as meet the expectations of employers. They may have trouble seeing themselves in the role of actively educating clients and explaining how home care is part of the overall treatment.

We know you are dedicated to providing the best education possible to your students. So are we. We also know your class time is valuable and that you have a lot of material to cover during a student's education. ASCP is here to help.

Welcome to the no-cost curriculum we've developed as a service to the profession and in conjunction with skin care educators. ***Retailing Success—Create Your Future with Smart Sales*** is a 90-minute lesson plan you can safely and quickly download to your school's computers as often as you need and to as many computers as you desire. The curriculum includes lecture and discussion materials, student handouts, a quiz, and suggested role-playing activities to help students bring what they are learning to life. **You also can download a PowerPoint slide presentation from www.ascpskincare.com.** The curriculum is concise, complete, and ready to teach. Not only will this lesson plan help your students, it can also bring revenue to your school through product sales.

Please feel free to give us your feedback on the curriculum and to request ASCP materials you need for your students. We are always happy to discuss the benefits of ASCP membership with you or your students—especially the all-important comprehensive liability insurance coverage we offer.

Warm regards,



Katie Armitage, President



Jesse Cormier, Executive Director

P.S. To download the PowerPoint slides for this curriculum, go to www.ascpskincare.com and click on "Free Materials for Skin Care Educators."

Retailing Success

Create Your Future with Smart Sales

Course Curriculum

Instructor Materials



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Retailing Success

Create Your Future with Smart Sales

Course Curriculum

Course Session Summary

This two-module course is intended to help you prepare students for “the real world” by teaching them to successfully incorporate retail sales into their jobs in such a way that they will succeed and their clients will be satisfied. As many employers expect skin care professionals to sell product, and the independent practitioner may wish to boost his or her profitability, this information is essential to a prosperous business.

Let’s face it—many people who are skilled professionals simply don’t understand the importance of sales or don’t enjoy that part of their work, or both. The ability to sell retail products confidently is vital to the success of estheticians, the businesses they work for, and the treatments offered to clients. We are pleased to offer this curriculum to assist you and for the good of the profession.

Each module should take about 45 minutes to complete, depending on the level of participation from your students. The course was designed to be used in conjunction with a PowerPoint presentation. You can download the PowerPoint presentation and student handouts at www.ascpskincare.com/resources/curriculum_retailing_success.pdf, and save them to your school’s computer. Important topics include role playing and discussions about hurdles, challenges, and client objections to making purchases; conducting successful client interviews; and overcoming personal fears related to selling. We have included key terms for the students, as well as quiz and answer key to help you easily incorporate this session into your skin care program.

Course Overview

Module 1

The Hows and Whys of Buying and Selling Skin Care Products

By the end of the session, students will be able to:

1. Appreciate why skin care clients purchase retail products.
2. Explain how clients size up products and purchases.
3. Describe why estheticians need to sell retail products.
4. Understand why some estheticians avoid selling.

Module 2

Yes, *You* Can Learn to Create Retail Success

Strategies and Techniques

By the end of the session, students will be able to:

5. Conduct a successful client interview.
6. Create a retail and service plan for each client.
7. Understand the sales techniques of up-selling, cross-selling, promotions, and incentives
8. Understand and overcome common sales hurdles and challenges (objections).

Module 1

The Hows and Whys of Buying and Selling Skin Care Products

Instructor Notes

Objective	Content	Delivery	Evaluation
Appreciate why skin care clients purchase retail products.	Lecture and group discussion	PowerPoint slides	Review questions and quiz.
Explain how clients size up products and purchases.	Lecture and group discussion	PowerPoint slides	Review questions and quiz.
Describe why estheticians need to sell retail products.	Lecture and group discussion	PowerPoint slides	Review questions and quiz.
Understand why some estheticians avoid selling—common hurdles and challenges.	Lecture and group discussion	Money Mindset worksheet	Individual and group sharing of worksheet answers

Lecture

Slide 2—What is Retailing?

Retailing is the sale of products or goods directly to the consumer. Successful estheticians combine providing spa services with retailing skin and beauty care products to create the best results for their customers. They understand that retailing is a vital part of their job and creates financial success. They also understand that aligning appropriate home care and through use of retail products with their treatment plans will help improve overall client results, and thus, satisfaction.

Changing your mindset about retailing is the first step. Using education to show your clients the value of professional products will give them great results and help you grow your profits.

Slides 3 and 4—Why Clients Want to Buy from You

• Improve their skin	• Look or feel younger
• Be in style/trendy	• Attract the opposite sex
• “Keep up with the Joneses”	• Save time/effort
• Save money	• Improve health/fitness
• Decrease pain	• Increase comfort
• Reduce stress	• Satisfy an impulse
• Treat themselves	• Enhance appearance

Discussion

- What are some other reasons you or a client would buy skin care or beauty products?
- What is your most common reason for purchasing skin care or beauty products?

Lecture

Slide 5—How Clients Size Up Products

Among other things, clients evaluate products by the item’s appearance/packaging (size, shape, color, labeling), how it smells (smell is the most powerful of the senses and is strongly connected to emotion), the feel of the package or product, and most important —will it garner results?

Slide 6—How to Move Clients from Evaluation to Purchase

What generally interests customers most in products are results, ease of use, and value. Value is not the same thing as price. Price is defined as the *fee* or *cost* of something; value is defined as the *worth* or *importance*.

Slide 7—What Influences Client Buying Decisions

- 64% of product purchases are influenced by a good product experience during the treatment.
- 58% are influenced by a recommendation from the esthetician.

Yet, 68% of clients have never been given a proper retail recommendation. If you put three products in a client's hand, there is a 78% chance he or she will make a purchase. If you offer your clients nothing, they will take nothing home.

Discussion

- What makes you pick up a product off the shelf?
- Think about your last visit to a salon or spa. What products did staff recommend?
- Why did you purchase products (or not) during that visit?

Lecture

Slide 8—Why You Need to Sell

Recommending and selling retail products to your clients that are results-oriented are key to your success. If clients see results, they will continue to seek your services and buy products because you are helping them achieve their goals. Clients should understand that for best results, a home care regimen complements the esthetic services you provide.

Most employers expect their therapists to sell retail products to increase revenue. It is profitable for both the employer and for you.

Slide 9—Retail Matters Because . . .

Proper home care products help clients get or maintain the results they want, which is very important to anyone who has specific goals for their skin care treatments. It's not about "selling." You are simply completing your service to the client. Sixty to 70 percent of a client's results stem from what they do at home. That means you, as the esthetician, can only affect 30–40 percent of the client's results. You can't pay a personal trainer once a month to get you into shape if you aren't willing to work out between sessions. You can't go to the dentist twice a year without brushing and flossing every day and still expect to have great teeth.

Slide 10—Retail Matters Because . . .

Home care adds to the value of in-house services, increasing overall client satisfaction. This is true for body treatments, chemical exfoliation, facials, waxing, and more. Retail and home care products help extend the overall client experience of professional treatment. For people who are seeking services as a part of their health, relaxation, and wellness regimen, products can evoke a continued experience of the services received, filling the gap between appointments. Thus, selling retail helps clients enhance their lives away from the spa experience and remind them of their time with you.

Slide 11—Retail Matters Because . . .

Giving good retail recommendations improves the esthetician's perceived level of professionalism. In a competitive marketplace, it's more and more difficult to stand out from the crowd and wow the client. Providing solutions to a client's problems and concerns can go a long way to preserving their loyalty. You create greater job security if you sell products in addition to booking appointments.

Slide 12—Retail Matters Because . . .

Effective recommendations show concern and demonstrate knowledge. During the treatment, slip in brief explanations about the benefits of the products you are using, such as how the exfoliation mask will speed up skin renewal to leave a healthy glow. To build trust, explain to the client that you will show them the products you are using in their service. After the treatment, show them attractively displayed products in a basket. This technique is called "edu-sales." A retail purchase increases the chances a client will return to schedule more appointments and buy more products as they run out of home care items.

Slide 13—Retail Matters Because . . .

Retail sales strongly impact an esthetician's sales commission or earnings. If you have gained a solid sales track record while attending school, you are more likely to impress a potential employer.

Take this example: If you saw five clients a day for five days, and each of them purchased retail products worth \$45 each, the total is \$1,125. If your commission is 10 percent of total retail sales, you've made \$112 per week, or \$448 per month. Over a year, that adds up to \$5,376! If you increase your retail sales to \$90 for each client, it adds up to \$10,752 a year!

Slide 14—But I Hate to Sell! Here's Why . . .

- I am not confident in my product knowledge.
- I don't want to be pushy.
- It's just not me.
- I fear rejection.
- I don't know what to sell to whom.
- I dislike paperwork (sales tax, ordering, inventory).
- I'm confused about price versus value.

Exercise

Have students complete the "Discover Your Money Mindset" quiz. Have them pair up to compare their beliefs and assumptions about their own money and that of their clients.

Discussion

- What fears or objections do you have about selling?
- In your own life, where do you place the highest value when it comes to spending money?
- On what would you spend an extra \$100?
- What is the highest dollar amount you would spend on a new pair of shoes, a haircut, or a dinner out?

Summary

Can you see how your values might be different from those of other people? When you approach selling products, remember that people have different money mindsets and spending thresholds. Don't assume yours matches that of your clients.

Slide 15—Closing

To close Module 1, here are a few philosophical points from *Milady's Standard Comprehensive Training for Estheticians* (Milady 2003) are presented for estheticians to consider.

- You are not alone if you are ambivalent about selling products. Many estheticians are uncomfortable with retail sales. After all, you chose a career in skin care to nurture and encourage healthy skin—not to be a salesperson. So the first challenge you will have to face is changing your perspective.
- You are the expert on skin care.
- You don't have to be pushy to sell products. You are the expert; your job is to educate clients about the proper use of products. However, to build credibility as a professional, you must be honest and sincere. This is easily accomplished when you believe in and understand the products. Using the products yourself is ultimately the best way to acquire knowledge.
- Without home care recommendations, your professional service is not complete. Selling is not an option or just a way to make extra money. It is your professional responsibility.
- Consumers have needs and wants. Businesses aim to satisfy these needs and wants with products and services. During a transaction, something of value is exchanged, so each is better off after the exchange. Clients come to you to solve their unique skin care concerns. The products you recommend are helping solve their problems. They want you to make recommendations.

Module 2

Yes, *You* Can Learn to Create Retail Success

Instructor Notes

Objective	Content	Delivery	Evaluation
Conduct a successful client interview.	Lecture and exercise	PowerPoint slides and worksheet	Quiz and role play in class
Create a retail and service plan for each client.	Lecture and exercise	PowerPoint slides and worksheet	Quiz and role play in class
Understand sales techniques of up-selling, cross-selling, promotions, and incentives.	Lecture	PowerPoint slides and worksheet	Review questions/quiz
Understand and overcome common sales hurdles and challenges (objections).	Lecture and exercise	PowerPoint slides and worksheet	Quiz and role play in class

Slide 16—Yes, *You* Can Learn to Create Retail Success

Lecture

One of the big keys to success in selling retail products is understanding each client's goals and expectations. This can easily be determined through a brief, but personal, verbal interview. Periodically during your relationship with your client, you should check in to see if his or her needs and expectations have changed. Likewise, you will want to solicit feedback during and after your treatments. This helps ensure your client gets the information and results they want within their comfort level.

Steps in a successful client interview follow.

Slide 17—The Client Interview—Step 1

Introduce yourself and invite questions so you can establish trust and rapport with your client. This is a good time to share information about your training, background, and expertise, as well as ask the client questions about themselves, where they are from, etc. Make notes in each client's file about personal information (names of kids and pets, what hobbies they enjoy) so you can reference it on their next visit. The client feels you care enough to remember things about them.

Slide 18—The Client Interview—Step 2

Ask about the client's history and experience with their skin, treatments, or facials. This is important even if they have filled out a client intake form. You want to know how effective other treatments have been and whether they are seasoned clients or visit only for special occasions.

Slide 19—The Client Interview—Step 3

Determine a client's main objectives and goals. This establishes that they are there for the correct service and helps you develop the appropriate service and retail plan. It is a safety net for managing client expectations and avoiding misunderstandings.

To determine a client's goals, ask, "What are the three things you'd like to change about your skin?" or "What is the reason for your visit today?" Some clients might just want to relax (think retail lavender lotions, candles, scrubs). Another might be preparing for family pictures (think retail makeup, primers, or a mask for the night before the photo shoot). Clients who want to correct age spots and fine lines are candidates for purchasing corrective products.

Slide 20—The Client Interview—Step 4

Find out the client's likes, dislikes, and "must haves" for an optimal skin care treatment. If they have had previous treatments elsewhere, ask them if there was something they had an especially positive or negative experience with or what massage pressure they prefer. It helps to record all of this on their intake form for future reference. This can include things like whether they have favorite scents or aspects of a treatment. For example, many people are sensitive to extractions. If your client hates them, you may want to avoid those in the first few sessions, but suggest painless home care that will help them better cleanse their skin. If they happen to mention that they love lavender, you'll know any products with lavender will be a positive part of their home care.

Slide 21—The Client Interview—Step 5

Discuss the client's current home care routine and their willingness to add to it or change it. If your client is not using home-care products, he or she is not a likely candidate for a seven-step skin fitness program. If the client is already happily attached to a certain routine, you may want to add a few products that will supplement what they are using, at least at first.

Slide 22—The Client Interview—Step 6

Ask their permission to offer suggestions and work together on a plan for their skin care. By asking this last simple question, you open the door to share your professional recommendations on anything related to the client's goals. This should bring you confidence in sharing your retail and service plan.

Slide 23—Ready, Set, Succeed!

Use the information gathered from your client to strategically develop your retail and service plan.

- Consider client goals first.
- Note products they like during the service.
- Consider their current lifestyle and willingness to change their routine.
- Combine service and home-care product suggestions that fit your client's budget, schedule, and desired results.

Exercise

Conduct mock client interviews in which one student is the client and one student is the esthetician. Practice can be extremely beneficial in helping students overcome their apprehension about selling. Ask them to set a service and retail plan for the "client" using information gathered from the practice interview. Use the products being used in your school.

Discussion

Were you (the esthetician) able to create a service and product recommendation plan based on the interview? Does practice help increase your confidence that you can sell? Is there someone with whom you can practice on a regular basis until you are comfortable selling? As a client, were you more comfortable with your skin care professional and confident of reaching your skin care goals (with their recommendations)?

Lecture

There are a variety of sales techniques that can help you increase your income.

Slide 24—Cross-sell

Cross-selling is the art of selling other services or products in the same spa or treatment line a client is already using. This technique of pointing out other services or products available close at hand helps boost sales and strengthen relationships with colleagues.

Slide 25—Up-selling and Add-ons

Up-selling is the art of moving a client to a higher cost or additional service by making suggestions for an additional product or service. One familiar example would be when a server at McDonald's asks, "Would you like fries with that?" when you order a hamburger. Up-selling alerts clients to additional options that may enhance the product they are already purchasing.

Add-ons might include incorporating extras into the service time, such as a paraffin hand treatment, a moisturizing foot rub, eye treatments, or brow/lip waxes. Your retail area is another place for such add-ons as jewelry, makeup, gifts, and seasonal baskets.

Slide 26—Promotions

Promotions are a marketing event or pitch to improve customer awareness and increase sales for a particular product or service. Some promotions are as simple as offering discounts or special packages every week. Others include more complex events or contests designed to drive traffic to your door.

Slide 27—Incentives

Incentives can be a discount, reward, or gift meant to encourage product or service sales. An incentive is similar to a promotion, but typically involve a “do this, get that” approach. One example would be the “buy one, get one free” offer.

Slide 28—Samples

A sample is a small amount of product given to a client for in-home testing and evaluation. While some people think samples are just about giving away free products, their purpose is to create sales. Samples can be offered by doing in-house product demonstrations or having testers on your shelves. Clients love to try products, so keep testers for anything with a luxurious scent or texture available.

Offering trial-size kits is also a great way to create retail revenue (unlike samples) at a low price point for clients. Clients can try products for one or two weeks, and is much more likely to return for full-sized products when they run out.

Slide 29—Pre-booking

Always attempt to book the next appointment for clients before they leave. Asking, “Would you like to book another appointment?” gives them the option of saying “no,” or “not right now.” Instead, tell them you would like to see them in three weeks for a follow-up treatment, refer to your schedule, and say, “I have Tuesday or Thursday open that week. Would you prefer a morning or afternoon appointment?” This way, they can choose *when*, but not *if*.

Discussion

Can you share an example of how one of the above sales techniques affected your purchase plans when you were a customer?

Lecture

Sales Hurdles & Challenges (objections)

Slide 30—It's too expensive!

Understand the product's quality and value of your products, and help buyers find options that work within their budget, such as starting with a trial or travel size, and adding one key, results-based product. Do not fall into the trap of trying to justify your prices. Your job is to present the latest and best information. Ultimately, the financial decision is up to the client to make. Remember, better products equal better results.

Never judge what the client can or can't afford. Always give them an opportunity to push back. For example, start with the finest eye cream you sell. If they push back, offer a lower-cost solution and explain their differences, perhaps the delivery/technology of each. Place both creams in their hands, literally, and leave them with the choice of *which* they will buy, not *whether* they will buy. Once you explain that both eye creams will ultimately get results, but the finest product will yield results more quickly, chances are they'll make the more expensive purchase. Explain to your client that these products can be used sparingly because they have high quality ingredients and will require less product to achieve results.

Do *you* think it's too expensive? Remember, just because you may not be able to afford the product doesn't mean you can't sell it to someone else. Keep your head out of your client's wallet.

Slide 31—I can get it elsewhere for less.

Know your return policies and guarantees, and share incentives for purchasing at your business (frequent buyer programs, VIP club, online pricing, etc.) Remind them that professional-grade products have a higher concentration of active ingredients than over-the-counter lines. Unlike professional products, over-the-counter products rarely contain the active ingredients to achieve results.

Inform your clients most spas sell products sold exclusively to spas or licensed estheticians. If your client has seen the same product you are selling at the XYZ Beauty Supply store for a lower price, warn them that the supply store may not be an authorized retailer. The product may not meet the manufacturer's standards or might be expired.

Slide 32—I already have products.

A diplomatic way to counter this is to ask, “How do you feel those products are working for your skin?” Clients are not coming to see you because they have perfect skin. Sell to the pain or the problem the client wants to solve. Highlight the client’s goals and recommend the top one or two items to help them reach those goals. They might have products, but they don’t have *your* products. You can also explain they can “upgrade” to your professional product each time one of their current products run out. That way it can be more affordable rather than purchasing the entire line at once.

Slide 33—I’m afraid it won’t work.

Share your personal success (and that of others) with clients. Before and after pictures are great, as are written client testimonials on your brochures or website. This would also be a great time to recommend they purchase a trial kit.

Slide 34—I don’t understand how to use it.

Understand your client’s needs so you can customize the sale. Give clear instructions, demonstrate the product’s use, and provide immediate follow up. Provide your client with product brochures and printed instructions, if possible.

Discussion

What other objections might you hear from clients? How can you use what you’ve learned so far to address them?

Exercise

Have students work with together to practice overcoming objections to products your school offers in class. Apply these lessons to help student “clients” feel better about the purchase. Try to close the sale.

Lecture

Slides 35 through 40—Tips for Closing the Sale

To be successful at selling retail, you must continue to hone your listening and communication skills as well as your own product knowledge and experience. Remember to:

- Know your clients’ desired results and goals for their skin, beauty, and well being.
- Sell and recommend only products that will help create results or advance the client’s goals.
- Know and believe in your products.
- Be familiar with each product’s ingredients, uses, and results. Tell the client, “I am recommending these products for *your* skin,” to personalize the interaction.
- Refer to the products used during the treatment or service. Let the client try the product *on* her hand, then place it *in* her hand.
- Be genuine and speak from personal experience about the products you recommend.
- Ask, “Which products would you like to take home today?” NOT “Would you like to purchase any products today?”

Slides 41 and 42—Keep in mind . . .

- You are the expert.
- Clients may not own expensive cars, clothes, or designer purses, but they do spend money on their complexions.
- Professional lines have higher percentages of active ingredients.
- The customer is already in your treatment room.
- The best way to counter a price objection is to present a value proposition. (Ask the client what it’s worth to them to have the skin they want and reiterate how each product will solve the concerns they brought up to you.)

Slide 43—The Afterglow

- Follow up with a call and/or send an email.
- Share information on related products and events.
- Ask about product results and satisfaction level at next appointment.

Slide 44—Celebrate Your Success!

“Anyone who keeps the ability to see beauty never grows old.” Franz Kafka, author

Slide 45—Credits

Slide 46—About Associated Skin Care Professionals (ASCP)

Retailing Success

Create Your Future with Smart Sales

Course Quiz—Instructor's Copy with Test Bank Questions

(Answers underlined)

Multiple-choice questions

Select the best answer for each question by underlining or circling it.

1.) Which of the following is not a common motivation for skin care customers to make retail purchases?

- a) To attract the opposite sex.
- b) To look or feel younger.
- c) To be in style/trendy.
- d) To improve their education.

2.) What is a common objection skin care clients might have to purchasing recommended products?

- a) It isn't expensive enough.
- b) I already have this kind of product.
- c) I am afraid it will work too well.
- d) I know how to use it.

3.) How can an esthetician best determine the needs and wants of skin care clients?

- a) Ask them in a written or verbal intake.
- b) Call their last esthetician.
- c) Confer with colleagues.
- d) Read trade publications.

4.) Purchasing appropriate home care products helps skin care clients to:

- a) Maintain or improve the results they receive from facials and skin care procedures.
- b) Stop getting regular facials.
- c) Start their own skin care business.
- d) Do their own waxing and chemical exfoliation.

5.) One of the most important skills required for successful retail selling is:

- a) Providing a skilled hand massage during the facial.
- b) Listening to each client's goals and expectations for their skin.
- c) Being a creative makeup artist.
- d) Arranging product displays and testers attractively.

6.) How do clients size up products they are considering purchasing?

- a) Perceived value
- b) Packaging
- c) Feel or texture
- d) All of the above

7.) Doing a good verbal intake interview with each client helps accomplish which of the following:

- a) Increased tips from new clients
- b) Improved trust and communication between esthetician and client
- c) Thorough analysis of the client's sun damage
- d) Makes the service seem longer than it is

8.) A customer's concern about a recommended product or service purchase is called a/an:

- a) Refusal
- b) Order
- c) Objection
- d) Referral

9.) One good way to overcome client objections is to:

- a) Ignore the client when they bring them up.
- b) Change the subject to another topic.
- c) Give the client a compliment about their skin.
- d) Be genuine and speak about your personal experience with the product.

10. Which question will best help you in know what products to recommend to a client?

- a) Are you pregnant or lactating?
- b) What improvements would you like to see in your skin?
- c) When did you last get a facial?
- d) How did you find out about me?

Matching key terms and definitions

Place the letter corresponding to the term that matches the description.

- | | |
|------------------|-----------------------|
| a. at-home use | h. results-oriented |
| b. cross-selling | i. retail commission |
| c. follow up | j. recommendation |
| d. incentive | k. retail |
| e. objection | l. sales consultation |
| f. product | m. sample |
| g. promotion | n. up-selling |

1.) _____ The sale of goods directly to the consumer.

2.) _____ Fee or percentage paid to a person for making a sale of retail product.

3.) _____ Some type of tangible item that can be sold to a consumer.

4.) _____ Customer's concern about a potential purchase or recommendation.

5.) _____ Marketing event or pitch to improve customer awareness and/or increase purchases of a particular product or service.

- 6.) _____ Discount, reward, or gift meant to encourage the sale of a product or service.
- 7.) _____ Product or service is meant to create a specifically intended result (fewer wrinkles, lighter age spots) etc. instead of just being a feel good/smell good type of product.
- 8.) _____ Dialogue or interview about the client's goals, needs, and expectations.
- 9.) _____ Act of contacting the client after a sale or appointment to see how their purchase is working out and see whether they have any questions or concerns about the product or usage.
- 10.) _____ Small amount of product given to a client for in-home testing and evaluation.
- 11.) _____ Advice to a client from a skin care professional about products and services that can help the client meet their goals and solve their problems.
- 12.) _____ Application of skin and beauty care products that help to maintain and improve treatment results between skin care appointments.
- 13.) _____ Art of improving a sale by making higher end or additional suggestions for a product or service.
- 14.) _____ Art of suggestive selling to other areas of the spa or treatment line.

Answers

- | | | |
|------|------|-------|
| 1. K | 5. G | 10. M |
| 2. I | 6. D | 11. J |
| 3. F | 7. H | 12. A |
| 4. E | 8. L | 13. N |
| | 9. C | 14. B |

Discussion or Essay Questions

1. What is your biggest concern about selling retail? Using the advice of the course, how can you move beyond your concern to provide professional recommendations to your clients?
 - Example: *I am afraid that if I am pushy, my clients won't rebook.*
 - Example: *I don't know very much about the product line I am selling and don't feel comfortable recommending any product.*

2. Describe how you would determine a client's specific needs and goals for their skin. Once you have determined these needs or goals, how would you decide what product(s) to recommend to them?
 - Example: *My client is told me during the intake that she is concerned about past sun damage and protecting her skin. I would recommend a good sun care product and a vitamin C serum to reduce the signs of previous damage.*

3. Describe an event or promotion you envision having in your skin care practice. What products would it highlight? How would you encourage people to try them or educate them about the benefits?
 - Example: *I am having an open house event and inviting all my clients. Anyone who brings a friend will receive a special sample pack, and I will explain the benefits of various products while demonstrating them on the backs of the guests' hands.*

Retailing Success

Create Your Future with Smart Sales

Student Course Review

Key Terms

client experience. The sum total of a customer's visit to the spa or salon that makes it a relaxing escape, pampering indulgence, or simply a pleasurable time of rest and renewal. Example: *At Spa-Ti-Da, we go out of our way to provide a seamless, unforgettable level of customer care from the moment a client enters our doors until they leave.*

cross-selling. The art of suggestive selling to other areas of the spa or treatment line. Example: *Jan, I know you are a fan of Salon Success Skin Care. We've just added an amazing new body polish that I think you might also enjoy. Would you like a sample of it to take home?*

follow up. The act of contacting the client after a sale or appointment to see how their purchase is working out and see if they have any questions or concerns about the product or its use. Example: *Hi Cathy. This is Felicia from Spalutions. I'm just calling to see how you like the exfoliating pineapple mask you purchased. Do you have any questions about how to use it?*

home care. The application of skin and beauty care products that help maintain and improve treatment results between skin care appointments. Example: *Jeff, I am so glad you are making time for regular facials. If you'd like to see even more improvement in the acne we've been treating, I'd like to suggest you try this gentle salicylic acid cleanser as a part of your home-care routine.*

hurdles/challenges/objections. A customer's concern about a potential purchase or recommendation. Example: *I am not sure about getting all of these products today. It seems too complicated to go through so many steps to wash my face.*

incentive. A discount, reward, or gift meant to encourage the sale of a product or service. Example: *Purchase any full-size treatment serum and receive a full-size cleanser free. Good through the end of January.*

products. Tangible items that can be sold to a consumer. Example: *Our skin care products are designed to help clients easily take great care of their skin.*

product experience. A client's firsthand knowledge and through trial of how a skin or body care product feels, smells, or works with their skin. Example: *In today's Spa-athalon, salon clients will have a chance to have various product and service experiences by visiting each of our tester areas and trying mini services.*

professionalism. Acting with the highest level of knowledge, ethics, and service possible for the benefit of one's business and customers. Example: *The president of Estee Lauder is well-respected in the cosmetics and salon industry because of her high level of professionalism.*

promotion. A marketing event or pitch to improve customer awareness and/or increase purchases of a particular product or service. Example: *This Thursday, Spa La La will host a lunch-and-learn seminar on preventing sun damage. The cost is \$20 and will include a full-spectrum sunscreen, lunch, and a free sun visor.*

recommendation. The advice to a client from a skin care professional about products and services that can help clients meet their goals and solve their problems. Example: *Nancy, you said you were interested in suggestions about how to improve the fine lines you've been noticing around your mouth and nose. I'd like to recommend that we do a series of chemical exfoliations each week for six weeks and that you begin using this super-C hydrating serum at night.*

results-oriented. A product or service meant to create a specifically intended result, (such as fewer wrinkles or lighter age spots as opposed to being a feel-good/smell-good type of product. Example: *Our medical skin care line is results-oriented and is suggested for clients who are serious about improving the look and feel of their skin within a few weeks.*

retailing. The sale of goods directly to the consumer. Example: *Successful estheticians combine providing spa services with retailing skin and beauty care products for excellent results for their customers.*

sales commission. A fee or percentage paid to a person for making a sale of retail products. Example: *Randy, for every product you sell at Spa Ha, you will receive an 8 percent commission on the retail price. This commission will be added to your paycheck.*

sales consultation. A dialogue or interview about the client's expectations, goals, and needs. Example: *Sandy, before I suggest any products today, why don't you tell me your number one concern about your skin and what would you like to improve?*

sample. Small amount of product given to a client for in-home testing and evaluation. Example: *"Max, here is a sample of the men's avocado gel cleanser I suggested for you. Why don't you try it for a few days and see how your skin reacts before you open the bottle you purchased?"*

up-selling. The art of improving a sale by making higher end or additional suggestions for a product or service. Example: *Mary, during your facial today I'd like to add a hydrating eye treatment. It will help with the fine lines you are concerned about. I know you'll love it. I will also show you the home-care eye treatment you can use between visits for an even better result.*

Retailing Success

Create Your Future with Smart Sales

Student Course Exercise

Discover Your Money Mindset

To be truly successful in your career, you may need to uncover and work through some of your own issues, feelings, and ideas about having and using money. Take a few moments to begin that exploration and be open to learning about yourself. Use this exercise as a tool to make your career and life truly successful, whatever that means to you.

What does money mean to you? How does having it (or thinking about it) make you feel?
Circle or underline all words that apply.

abundant	free	prosperous	successful
confident	greedy	recognized	tempted
energetic	happy	sad	uncomfortable
envious	joyful	secure	validated
evil	loved	sinful	work
excessive	opportunistic	stable	worthy
fearful	powerful	status	

Are there other words, feelings, or emotions not listed above that express how you feel about having/not having money? Add them here.

Notice the words that you have selected. Do you see a pattern or theme in the type of words you've chosen? Take a moment to reflect on them and note below how this could affect your efforts to become a success in your practice.

Finish these sentences. Think big and creatively!

The first thing I do when I cash or deposit my paycheck is: _____

If I was given \$100 to spend in any way I liked, I would:

I love spending money on:

I think people who spend money on _____ are wasteful or foolish.

When I spend money on the following items, the most I will spend is:

Dinner out _____

Haircut _____

New outfit _____

New shoes _____

Circle what is most important to you when you are ready to make a purchase for a specific product or type of product.

convenience

good quality

good value

inexpensive

it's exactly what I want

level of customer service

locally made

on sale

organic/naturally made

other: _____

Retailing Success

Create Your Future with Smart Sales

Course Review Questions

- 1.) Define retailing.
- 2.) How do skin care clients size up products when considering a purchase?
- 3.) What are some common reasons skin care customers make retail purchases?
- 4.) Why do some skin care professionals avoid selling product or do it poorly?
- 5.) What's of most interest to clients in the retail products they consider purchasing?
- 6.) What percentage of clients are influenced to make a purchase based on their experience with the product during a treatment?
- 7.) Why is selling retail such an important part of an esthetician's job or role?
- 8.) Share a common objection to retail purchases a client might raise and explain how you would respond to it.
- 9.) Why is using a product line yourself helpful in selling retail products?
- 10.) What is the purpose of introducing yourself during a verbal client interview?
- 11.) What questions might you ask in a verbal intake or client interview?
- 12.) What information can be used to help determine the retail plan and product recommendations for a client?
- 13.) Your boss has asked you to try and up-sell each product purchase. What might you say to a client who is purchasing a regular-14 sized body wash or lotion?
- 14.) What is one way to use samples in the retail purchase process?
- 15.) How might you follow up with a client after they make a retail purchase?

Multiple-choice questions

Select the best answer for each question by underlining or circling it.

- 1.) Which of the following is not a common motivation for skin care customers to make retail purchases?
 - a) To attract the opposite sex.
 - b) To look or feel younger.
 - c) To be in style/trendy.
 - d) To improve their education.
- 2.) What is a common objection a skin care client might have regarding a recommended product?
 - a) It isn't expensive enough.
 - b) I already have this kind of product.
 - c) I am afraid it will work too well.
 - d) I don't know how to use it.
- 3.) How can an esthetician best determine the needs and wants of their skin care clients?
 - a) Ask them in a written or verbal intake.
 - b) Call their last esthetician.
 - c) Confer with colleagues.
 - d) Reading trade publications.
- 4.) Purchasing appropriate home care products helps skin care clients to:
 - a) Maintain or improve the results they receive from facials and skin care procedures.
 - b) Stop getting regular facials.
 - c) Start their own skin care business.
 - d) Do their own waxing and chemical exfoliation.
- 5.) One of the most important skills required for successful retail selling is:
 - a) Providing a skilled hand massage during the facial.
 - b) Listening to each client's goals and expectations for their skin.
 - c) Being a creative makeup artist.
 - d) Arranging product displays and testers.
- 6.) How might clients size up products (while still in your workplace) they are considering purchasing?
 - a) Perceived value.
 - b) Packaging.
 - c) Feel or texture.
 - d) All of the above.

7. Doing a good verbal intake interview with each client helps accomplish which of the following:

- a) Increased tips from new clients.
- b) Improved trust and communication between provider and client.
- c) Analysis of the client's sun damage.
- d) Makes the service seem longer than it is.

8. A customer's concern about a recommended product or service purchase is called a/an:

- a) Refusal.
- b) Order.
- c) Objection.
- d) Referral.

9. One good way to overcome potential client objections is to:

- a) Ignore the client when they bring them up.
- b) Change the subject to another topic.
- c) Give the client a compliment about their skin.
- d) Be genuine and speak about your personal experiences with the product.

10. Which question is the most helpful in knowing what products to recommend to a client?

- a) Are you pregnant or lactating?
- b) What improvements would you like to see in your skin?
- c) When did you last get a facial?
- d) How did you find out about me?

Matching key terms and definitions

Place the letter corresponding to the matching term in the blank next to each item.

- a. at-home use
- b. cross-selling
- c. follow up
- d. incentive
- e. objection
- f. product
- g. promotion
- h. recommendation
- i. results-oriented
- j. retail
- k. retail commission
- l. sales consultation
- m. sample
- n. up-selling

- 1.) _____ sale of goods directly to the consumer
- 2.) _____ fee or percentage paid to a person for making a sale of retail product
- 3.) _____ tangible item that can be sold to a consumer
- 4.) _____ customer's concern about a potential purchase or recommendation
- 5.) _____ marketing event or pitch to improve customer awareness and/or increase purchases of a particular product/service
- 6.) _____ discount, reward, or gift meant to encourage a sale of a product or service
- 7.) _____ product or service is meant to create a specifically intended result (fewer wrinkles, lighter age spots) etc., instead of just being a feel good/smell good product
- 8.) _____ dialogue or interview about the client's goals, needs, and expectations
- 9.) _____ act of contacting the client after a sale or appointment to see how their purchase is working out and see if they have any questions or concerns about the product or usage
- 10.) _____ small amount of product given to a client for in-home testing and evaluation
- 11.) _____ advice to a client from a skin care professional about products and services that can help the client meet their goals and solve their problems
- 12.) _____ application of skin and beauty care products that help to maintain and improve treatment results between skin care appointments
- 13.) _____ art of improving a sale by making higher end or additional suggestions for a product or service
- 14.) _____ art of suggestive selling to other areas of the spa or treatment line

Discussion or Essay Questions

1. What is your biggest concern about selling retail? Using the advice of the course, how can you move beyond your concern to provide professional recommendations to your clients?
 - Example: *I am afraid if I am pushy, my clients won't rebook.*
 - Example: *I don't know very much about the product line I am selling and don't feel comfortable recommending any product.*
2. Describe how you would determine a client's specific needs and goals for their skin? Once you have determined these needs or goals, how would you decide what product(s) to recommend to them?
 - Example: *My client is concerned about past sun damage and protecting her skin. I would recommend a good sun care product and a vitamin C serum to reduce the signs of previous damage.*
3. Describe an event or promotion that you envision having in your skin care practice. What products would it highlight? How would you encourage people to try them or educate them on the benefits?
 - Example: *I am having an open house event and inviting all my clients. Anyone who brings a friend will receive a special sample pack, and I will be explaining the benefits of various products while demonstrating products on the backs of the guests' hands.*

Retail Sales Tracking

Retail tracking for sales the week of: _____

Weekly sales goal: _____

Daily Totals

[illegible]

Top salesperson for the week: _____

Student Success Tracking

Student Name: _____

Week of: _____

Date	Client Name	Service Charges	Retail Sales	Up-sell/Cross Sell Charges	Did Client Rebook?	Date of next appt	SALES TOTAL
SALES TOTALS							