

business | maximizing your most valuable asset

your current customers

THREE QUESTIONS SPA PROFESSIONALS need to be asking themselves when evaluating current sales and planning for their future marketing campaigns are:

- As a percentage of your marketing efforts, how much time do you devote to new client acquisition?
- How much time do you spend selling more to your existing clients?
- How much time do you devote to asking for referrals?

- asking for referrals
- Selling to the client over and over again

This is the real “gold” in a business, and the basis for getting and keeping clients.

You can spend a lot of money and time acquiring new clients—and totally miss out on huge revenue opportunities by not offering the prospect right in front of you a series of ongoing sessions at a package price and a bundle of products

The first sign that you have actually captured a client is when you get referrals and repeated sales from them.

Most professionals in the spa industry express concern because they feel they just aren't seeing enough new clients. But if all of your business' efforts and resources are focused on finding new clients, then you are missing out on the most valuable asset you have—your current customers.

In order for your spa business to be successful, you must have a solid sales process that includes:

- prospecting
- analysis of the prospect's needs
- a persuasive presentation of the product and service
- answering objections
- closing the sale

to go home with. If the prospect has had a good experience and they can afford to spend more, they will go home with almost everything you recommend. If they cannot take it with them that day, they may return to purchase your recommendations at a later date.

The first sign that you have actually captured a client is when you get referrals and repeated sales from them. In fact, research shows that 85 percent of clients will come back to your business if they make a purchase from you. Those are excellent statistics to work with. Let's face it—most marketing efforts to gain new clients will not yield that kind of return. Essentially, if you



have convinced a person to come into your spa and do business with you, it means that they have already given you a vote of confidence. If you have provided good service and have met (or exceeded) their expectations, it is highly likely that they would be willing to give you a second, third or fourth vote of confidence, and the odds that you may even get their lifetime vote of confidence are also good.

There needs to be a system in place in every spa business to mine for the “gold” that already exists within your business database. One of the first things you must address before you even think about generating new clients and referrals is a way to build a database, or a list of potential buyers for your services. If you do not have your current clients' contact information, then what was the use of spending money on marketing to attract these clients in the first place?

The importance of being able to contact your customers in order to market to them cannot be stressed enough. Capture your clients' contact information
continues

tion as they call to inquire about your services, when they walk into your spa, and at the point of sale. These days electronic marketing is the "Holy Grail" of customer contact because it is so low cost. So be sure to have your clients opt into your email and text message marketing system. Ask your clients' permission to market to them using voicemail messaging. This process

vice series, but also to solicit referrals from them.

There are many benefits to concentrating on servicing these top clients.

First, your marketing costs will go down because you do not have to blast your marketing message to the world. This is called "spray-and-pray," and it is a waste of your marketing dollars and will not be as beneficial

on client spending, retention, services and referrals.

Your current clients are not only a minefield of potential selling opportunities themselves, but they all also have mothers, sisters, friends, cousins, business partners and co-workers who are all potential clients for your business. Your current clients already know and love your services, and if they trust you,

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should be automatic. If your guest is reluctant to give you their email address, offer a bribe, such as a coupon for their next visit or something else of value. Believe me, the effort you extend to obtain your client's email address will be repaid many times over.

Valuing your most important clients

The 80/20 Pareto Principle states that only the top 20 percent really matters, and certainly applies to your client database. Twenty percent of your clients bring you 80 percent of your revenue, and these 20 percent are your loyal clients that come back to do business with you. Some of them are even hyper-responsive clients who pull out their wallet any time you make them an offer. These are the clients you should be focusing your time and energy on, not only for repeated sales and ser-

as using your own clients to bring in the people in their lives.

Your marketing efforts become more efficient because you are dealing with responsive customers, which dramatically increases your conversion rate (the number of shoppers that become buyers).

It rewards customers as they receive your personal attention and periodic special offers that other customers may not receive.

It is important to categorize your customer base to identify your top 20 percent of customers. To do this, however, you must first be able to uniquely identify all of your customers and the amount that they have spent with you over a defined time period (usually the last 12 months of business). If you don't have this data, start compiling it right now. If you are using a client relations management system to manage your client information, it is easy to pull reports

there is a good chance that the people in their life will be willing to trust your services and recommendations as well. ■

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and the founder of Institut' DERMed. With more than 25 years of in-clinic esthetic experience, Ross is dedicated to sharing her

knowledge with licensed esthetics professionals. A true medical spa pioneer Ross has written numerous articles, authored chapters in textbooks and has appeared on radio and television shows highlighting professional skin care.