

StraightTALKING



Getting a good reception

Liz McKeon asks, are you converting enquiries into euros?

This is a time to be prudent with your marketing and advertising spend. If you are investing in expensive advertising, then make sure that every enquiry generated is converted to a booking.

Know your brochure

Everyone who works on reception must have a very good understanding of all salon services, what is involved in each treatment and what products are used. Being able to answer any enquiry immediately and accurately instills confidence and creates the image of well-trained, experienced professionals.

Walk-ins

All the same rules apply just as well for walk-in enquiries. In many ways this scenario is easier, as you can take advantage of all printed material such as posters, flyers and price lists. Demonstrate the products used in the salon and offer a tour of the facility.

Points of difference

- What makes you different to your competitors?

- What is your salon or Spa's unique selling point?
- Is it convenient free parking?
- Maybe it is the exclusive skincare brand used, or it could be that you start every facial with a complimentary skin analysis.
- Are your services available seven days a week?
- Do you have monthly special offers?

Whatever is your salon's unique selling point, make sure that it is mentioned so that the person enquiring will choose your salon rather than just selecting the cheapest alternative.

Be enthusiastic

Be eager to help and keen to explain more than simply answering basic questions immediately gives the person enquiring a positive first impression of customer service, professionalism and friendliness. It also allows the receptionist the opportunity to add more information into the conversation because the caller is more inclined to be interested. For example, a good receptionist will be able to explain all about your pricing structures, special

offers, how experienced your staff are, the awards you salon and staff have won and what the most popular treatments are.

Probe for needs

Clients come to the salon for lots of different reasons. Some just want time out, others want to treat a specific skin concern, yet others just want to look and feel great. By asking why they are requesting a specific service and listening carefully to their answer, an experienced receptionist or therapist can respond to the client's specific needs.

Reception training for therapists

Don't assume or take it for granted that everyone who answers your phone will know how to convert enquiries into sales - they won't know unless they are trained. Count the number of incoming calls to your salon, and then compare this figure with the number of bookings you took in the same week. It might just be the difference that will make you decide to undertake some reception training!

Liz McKeon is a Business Coach and Trainer, specialising in the beauty industry. For further information on mentoring, coaching and training services, call (86) 386 1243 or visit www.lizmckeeon.com

