

THE 3 R's ... RETAIL. RE-BOOK. REFERRAL

Would you like to better understand the true purpose of retailing? Selling retail tools can be a big money making opportunity in the salon. In this class you will learn an easy and systematic approach to retailing that will increase earning power as well as client retention. Learn how to sell liquid and hard tools without being "pushy" or feeling like a salesman. This systematic approach will help you to solve your client's problems by helping them to reproduce their look at home which will have a positive impact on your business.

Do your clients sometimes have a difficult time scheduling an appointment that works for them... and you? Do you find yourself "squeezing" people into your day? Pre-booking is simply the act of reserving a client's future appointment before they leave the salon, yet so many of us find this act too time consuming or "pushy." Learn how pre-booking your client has the single largest impact on client retention and increased future service sales. Help mentor your clients to pre-book and set aside time for themselves so they can get into the salon when it is convenient for them and you.

Do your clients often refer their friends to you? Seeking new clients through existing clientele is one of the most effective methods of increasing your client base. Learn how to promote your referral business by implementing strategies that will help you increase your earnings. You will learn business building strategies, the benefits to the salon professional, and how to understand the client and how they affect our business. All of which will lead to gaining new guests and keeping them.

GUEST SPEAKER:
Lynn Winsell
Salon Development Manager with
Redken 5th Avenue NYC and PureOlogy

Cordially invites you to a special presentation for all salon professionals and Distributor Sales Consultants

Seating is limited, please reserve your seat today

For questions or to purchase tickets, contact your local Salon Consultant, the Mid-Atlantic Education Department or call Ashley Krisel at 800-688-0170, ext. 114.

No refunds, credits or exchanges for this event.

Date/Time:
Monday, March 1, 2010
9:00AM - 1:00PM

Location:
Sheraton Inner Harbor Hotel
300 S. Charles St.
Baltimore, MD 21201
410-962-8300 for directions

Ticket Price:
\$25.00

Need to Bring:
Paper & pen

1-12-10

CBS #910227; Redken Retail, Re-Booking, Referrals (3R's) - Baltimore, MD; 3-1-10 Registration Form

Please fill out, detach and return to: The Mid-Atlantic Education Department; Attention Shaye Cashion, PO Box 579, Matthews, NC 28106
One registration form per person.

Name _____ Salon Consultant _____

Salon Name _____ Phone (_____) _____

Address _____

City _____ State _____ ZIP _____

Method of Payment: Check Enclosed Mid-Atlantic Charge Account # _____



(Please include even if payment is enclosed or applied to credit card)

Card Number _____ Exp. Date _____ / _____ / _____

Signature _____