

REDESIGN YOUR FRONT DESK FOR PROFITS

A **FOUR STEP PROGRAM** that will redefine your front desk operations, streamline procedures, and increase customer satisfaction. Create the new Preceptionist Position that will increase sales and customer service at the front desk. Take full advantage of the power of your MIKAL system at the reception desk.

Step 1 - PHONE WORK: the preceptionist is the first and last person every customer talks to. These are moments of truth when the preception of your business is formed. Here are the areas we will help you redefine to create a positive customer impression at every contact:

Calls by customers to book appointments: EVERY call for an appointment must include a recommended up sell. The up sell is critical at the time of the phone call. It is the perfect time to up sell because the customer is flexible on the time. It is the natural time to up sell because the customer is calling to set up a visit because they are not happy with how they look and feel. We have TONS of services that will make them look and feel better. We need to promote those services, not just book a service that the customer calls for!

It is easy if you set up the proper script and load it into the pop-up prototypes in SMS.

Customer calls for an XYZ service.

(1) The Preceptionist says "while I'm looking for XYZ have you heard about our call in specials?"

The customer says "no" because no one ever wants to miss out on a special!

(2) The Preceptionist says "you know this season (summer/fall/spring/winter) plays havoc with our (Hair/skin/nails/?)"

(3) And we have the perfect solution our (conditioner/massage/paraffin/facial) treatment. It only takes (how many minutes) and right now it only costs (\$\$) a savings of (\$\$) off the regular price. (4) HOW DOES THAT SOUND?????"

The customer says "why not?" And you just booked an add-on service.

The script:

NOTE: the format for the script is (1) Ask if you can sell them (2) Sell the problem (3) Offer the solution with the savings in dollars (4) Ask if they want it in a way they cannot say no. How does that sound? What do you think about that? How do you feel about that? Etc

Do the numbers and look at your Salon Performance Report. If you did 5000 haircuts last year and had just 20% of them add-on a deep conditioner for \$12 you would generate an extra \$12,000 in service sales.

Make up an up sell grid to keep at the front desk - along with having it POP-UP in the Prototype Bookings

<u>Service Requested</u>	<u>Associated Problem</u>	<u>Solution/ideas</u>	<u>Price/</u>	<u>Savings</u>	<u>Close</u>
Hair Cut	dry brittle hair	deep conditioner	\$12	\$5	
Manicure	cracked dry hands	paraffin trtmnt	\$14	\$8	
Facial	dry/oily skin	make-up consult	\$15	\$10	

Customers call for a Price. How many price checks do you get a week? Most salons and spas only convert about one in four price checks to appointments. We need to double that number of calls to appointments and there is an easy way to do it.

When the customer calls for the price of an XYZ service instead of giving the price script first ask for the customer's name and address so you can mail a complete service

A customer calls to ask how much an XYZ service is.

The Preceptionist says "I'd be happy to give you that information, in fact if you give me your name and address I'll mail you out a complete service menu and \$5 gift certificate good on your first visit" Get the address and make out the envelope immediately and go on with the script. More people will book because they know they are getting the gift certificate. More people will call back and book after they get the certificate.

menu to them and a gift certificate good for \$5 on their first visit.

The call should go like this:

NOTE: always get the name and address before you give out the information or you will not get their name and address. Always go on and try to book them right then on the phone. Put their name into the SMS system and flag them with a Mailing Criteria PROSPECTIVE CUSTOMER.

The POP-UP Customer Information Card and Buying History window.

Make sure you design and activate a pop-up booking card in SMS. This card will help script the preceptionist on booking preferences for every service, secondary preferences, special considerations (like waist length hair, pregnant, etc...). Make sure the cards are filled in and being used at the front desk. The Buying History window will display the last date for any six categories of services or retail sales and the next appointment dates and employees. This is a great information window to check and make sure the client booking a haircut doesn't also need a color service based on last visit date, or if they bought XYZ product on their last visit how it was working out for them.

Another front desk idea: get rid of it (the desk I mean). Get rid of the desk and put in a podium. That way the preceptionist has easy access to customers and it eliminates clutter. All you need at the desk the computer set up, a storage drawer, and phone. Redefine your desk!

Give the Preceptionist a spiff or bonus for up sells. See the Preceptionist book for ideas.

Step 2 - THE GREETING: the greeting is critical at the front desk. You need to check the customer into the WICS system to alert the staff that the customer has arrived. Every customer must be shown drinks, coat rack, restroom, and changing area.

The front area should be clear of clutter. Service oriented magazines (like style books) should be the only reading material in the waiting area. Two-year-old People and Time

magazines should be in doctors' waiting rooms, not in ours.

The customer should be given a service menu when they arrive and a current news letter or flyer with any salon/spa specials.

The customer might want to try one of the services on the menu or may want to take advantage of a special offer in the flyer!

The customer should be touched every few minutes with a question. Do they want a drink, to hang up their coat, or to go back and change into a smock?

New Customers will have no transaction history on the work ticket and may not have a complete address. **Use the waiting time to get all of their information and verify present customer information.** Have a few small clip boards with customer profile cards that the customer can fill out while they wait. It is important to check information when customers first come in. Once the service is done customers want to leave quickly!

Step 3 - THE CONSULTATION: The time to sell retail and discuss services is during the consultation. The consultation needs to happen in an area away from where services are performed. Consultations do not happen at the chair/station/room. When the customer gets to the servicing area, they are ready to be serviced! Set up a consultation area or even a booth with product displays, style books, procedure charts, anything that will help with the consultation time. Every customer should get a five minute consultation before being taken back for services.

Create an R/X Prescription type card that prints on every work ticket. The R/X should have an area for service and retail suggestions. This information needs to be filled out on the card during the consultation and the Preceptionist enters the information into SMS for the next visit and also asks the customer if there are any products on the R/X they would like to take with them today.

The Preceptionists checks with the customer to see what products they would like to take with them from the R/X. If the products are not on the Work Ticket, the preceptionist should get credit for the sale.

The R/X card should contain the following information:

Life style information _____

Beauty concerns _____
Service recommendations _____
Retail product recommendations _____
Employee preferences _____
Desired results _____

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Step 4 - THE CHECK OUT: The check out must be fast and smooth. Customers will

spend hours in our salon/spa but if they can't leave in 30 seconds they aren't happy.

When the customer checks out we need to have the following:

- Quality assurance question "was your XYZ service all right?"
- The R/X review. "What products on your prescription would you like to take with you today?"
- The address must be verified for every customer "do you still live on XYZ road?"
- During SMS point-of-sale the Referral information must be entered to power the referral reward mailings.
- The Book Next option must be implemented at Point-of-Sale. Y/N Book Next

Appointment?

- Receipts must be printed for all customers with their next appointment information and the two line message that turns the receipt into a retail coupon **BRING THIS RECEIPT IN ON YOUR NEXT VISIT FOR OUR BUY 2 GET ONE FOR HALF PRICE DEAL!**

Do you want a copy of the Preceptionist Book, or the Referral Contest, or just have some questions? Call us at 513-528-5100