



Beauty and Healthcare Marketing 101

—

Everything you need to know

www.vipitalia.com

Training objective & outcome: To teach participants proven and effective salon and beauty marketing techniques, to generate new customers, retain existing ones and increase spend per customer.

The course will cover:

Who are your target clients? Defining who they are, where they come from and what they need to be loyal customers.

What is your USP? Defining what makes your salon unique and different from the others.

How to create and use a SWOT analysis.

How to create and use ABC analysis.

Not enough clients? – Exploring the reasons why this may be and how to get new ones – fast.

Enterprise positioning errors – helping you get your message and your marketing right.

Client acquisition channels: Exploring all the popular marketing channels and how to maximize them: media, Internet marketing, digital marketing, event marketing, cross-marketing.

Marketing mistakes to avoid.

Event marketing – creating your own events and participating in local events or beauty and healthcare trade shows and conferences.

Sales strategies that work. Creating a sales funnel, upselling and cross-selling, building an outstanding salesforce and training all staff to become sales experts.

Establishing and improving customer service channels and levels.

Building a customer retention and return system.

Establishing a customer loyalty program. We will show you the different types, and the typical mistakes businesses make with loyalty programs. Let us show you how to pick a strategy that makes, not costs you money.

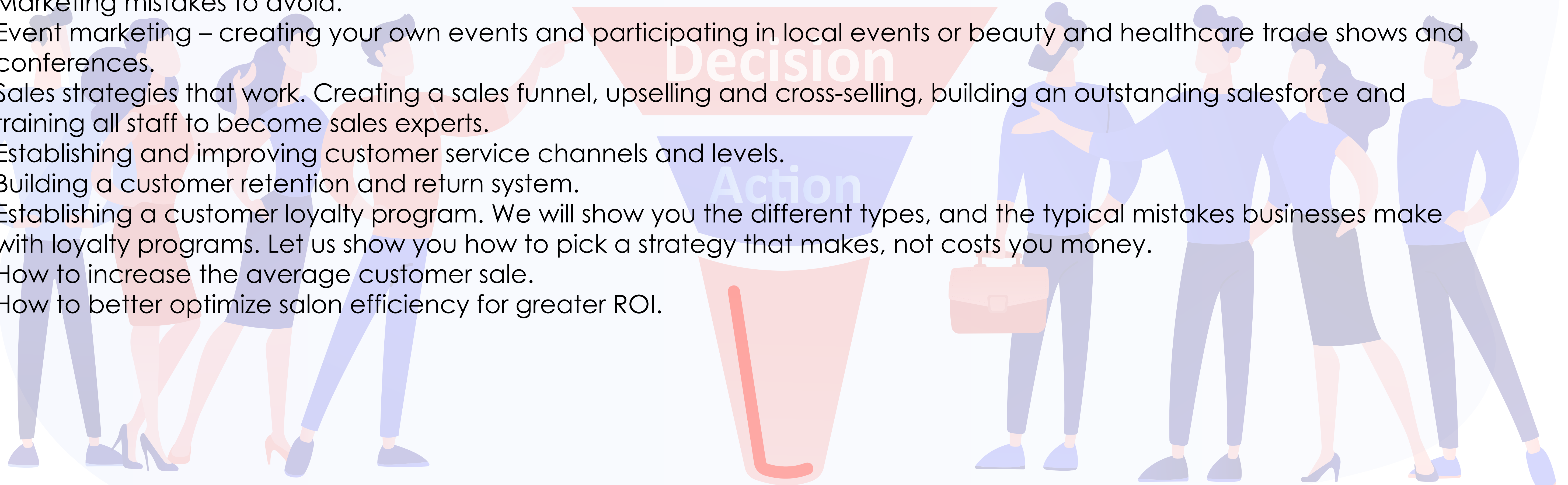
How to increase the average customer sale.

How to better optimize salon efficiency for greater ROI.

Awareness

Decision

Action



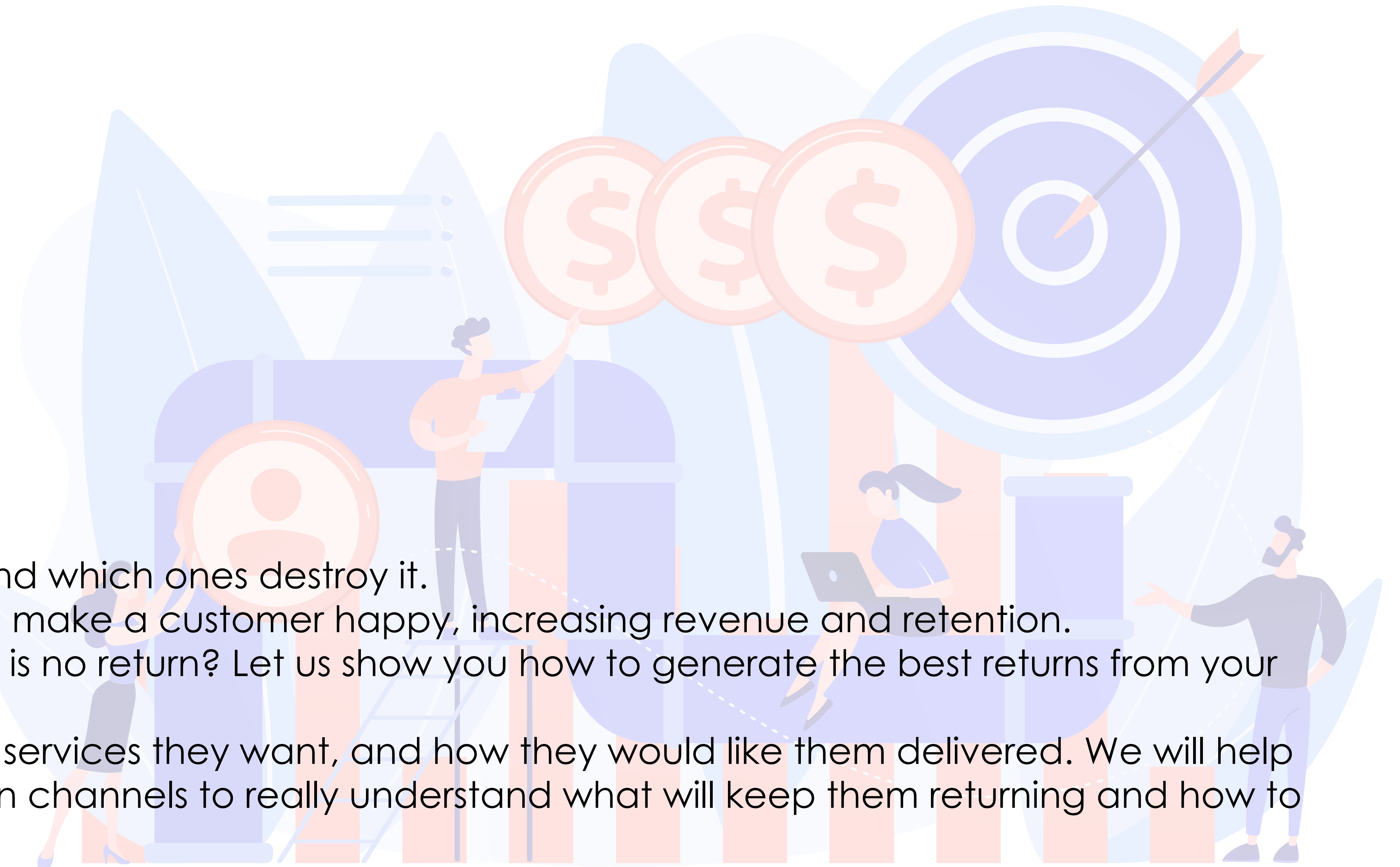
A stylized illustration in shades of blue and purple. In the center, four people are gathered around a table, working on laptops. Above them, a large lightbulb is filled with puzzle pieces. To the right, a rocket is launching. The background features large leaves, a bar chart, a checkmark, and gears. The text is centered over the scene.

**3-day course for directors and managers
of the beauty industry – explore the key
topics and fundamentals that
every senior manager should know.**

Day 1: "Customers and sales"

What we will cover:

- Which clients make your business successful, and which ones destroy it.
- Customer service - real-life examples of how to make a customer happy, increasing revenue and retention.
- Do you spend money on advertising, but there is no return? Let us show you how to generate the best returns from your advertising spend.
- Customer feedback: your customers know the services they want, and how they would like them delivered. We will help you establish improved, two-way communication channels to really understand what will keep them returning and how to evaluate and action their feedback.
- Conflict with a client - a tragedy or a success? How to create the most devoted customers for life. Learn techniques and algorithms for working with difficult clients, to transform them into your greatest advocates.
- Customer acquisition: Advertising or PR? What are the differences? Let us show you the strategies and tactics to generate returns that pay dividends in today's complex marketing environment.
- How to turn every team member into a sales superstar. Selling doesn't have to be high pressure or difficult. Let us show you how to impart a strong sales culture throughout your entire team.
- Change the sales perspective – product sales and service upgrades are easy ways to help clients improve their treatment results. We show you how to make sure your whole team understands this and gets behind it.
- Overcoming 'no': "It's expensive," "I don't have time for this," "I don't need it"- how to turn common resisters into a happy sale.
- Learn how to sell without imposing, being too aggressive or too pushy.
- How to build a sales strategy for your team and motivate them to reach their targets.
- What stops a sale? Typical barriers and objections that can stop customers saying yes, and ways to overcome them.
- We show you how selling can be easy, honest and credible.

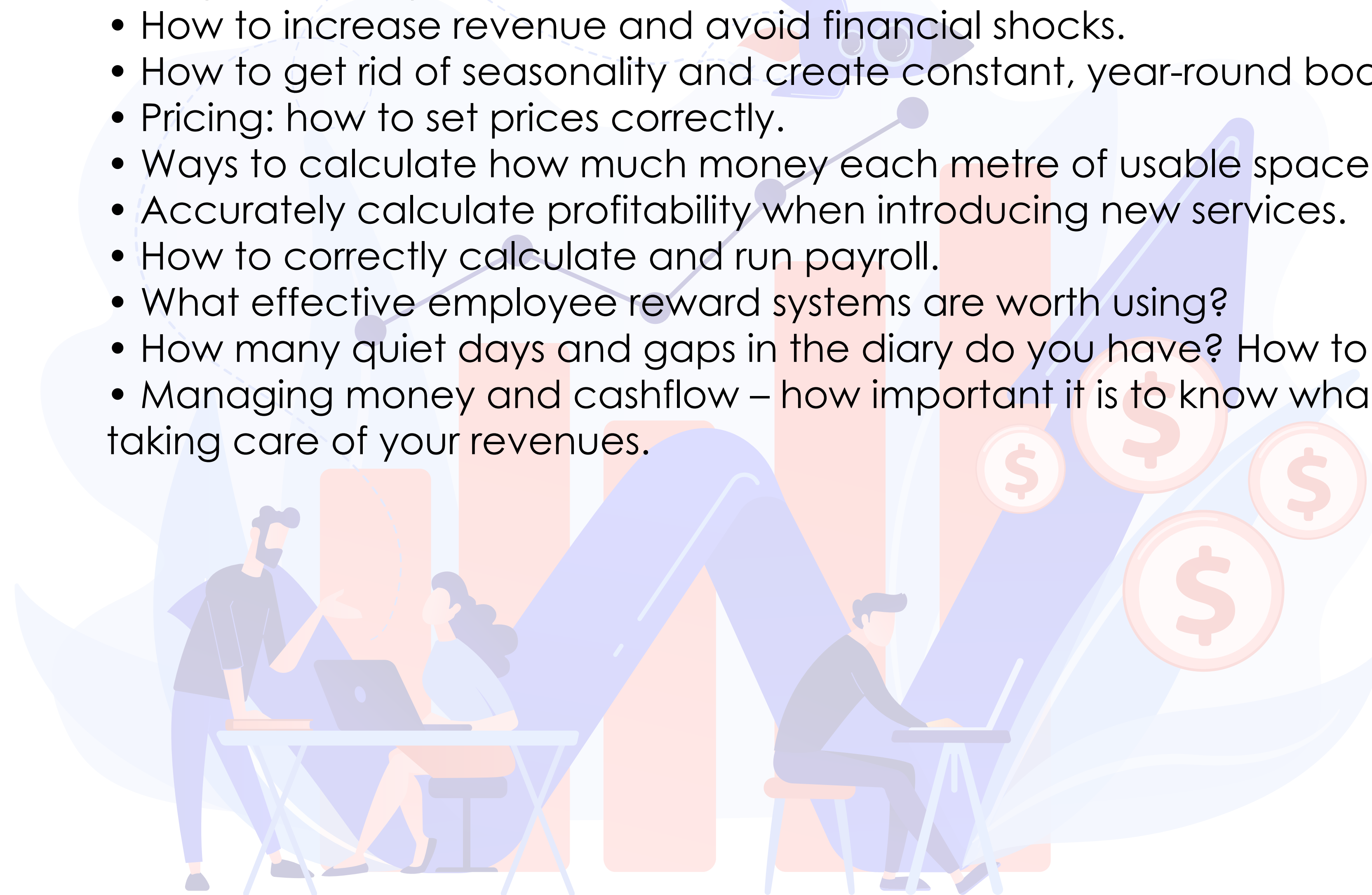


Day 2: "Economics and Management"

The second day of our course is centered around helping you to understand and develop practical profit management skills, by being able to honestly and accurately analyse your business and how it is financially performing.

Topics will include:

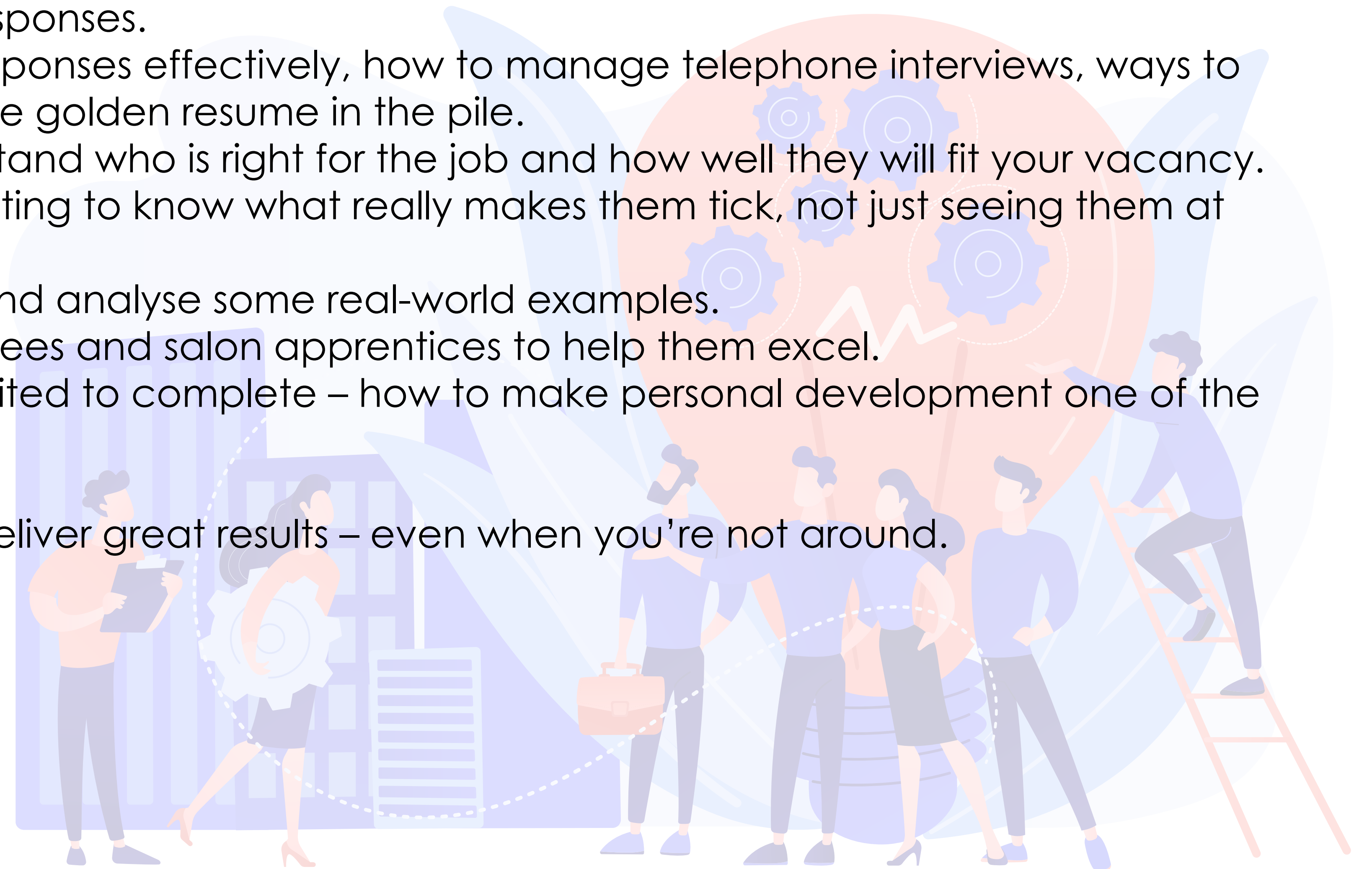
- Why the main profit is outside of the treatment room.
- How to increase revenue and avoid financial shocks.
- How to get rid of seasonality and create constant, year-round bookings.
- Pricing: how to set prices correctly.
- Ways to calculate how much money each metre of usable space should generate.
- Accurately calculate profitability when introducing new services.
- How to correctly calculate and run payroll.
- What effective employee reward systems are worth using?
- How many quiet days and gaps in the diary do you have? How to fill them – fast.
- Managing money and cashflow – how important it is to know what is coming in, going out and how to keep on top of taking care of your revenues.



Day 3: Staff and Team

The final day of our training course will cover HR skills and team development:

- Finding the best people for your team. A great CV is only part of the story. We look at common mistakes made during the recruitment process and how to develop your team to grow with you.
- The best channels for hiring new staff and how to make sure you make the right hires and don't waste time on the candidates who won't cut it.
- Creating the perfect job description – we will work together on creating some real job descriptions and adverts, to show the things that must always be included to generate responses.
- Effective interview skills, how to analyse candidate responses effectively, how to manage telephone interviews, ways to develop active listening skills and how to spot the golden resume in the pile.
- How to interview as an employer. Fast ways to understand who is right for the job and how well they will fit your vacancy.
- How to avoid being hoodwinked by candidates – getting to know what really makes them tick, not just seeing them at their 'interview best'.
- What makes a successful interview? We go through and analyse some real-world examples.
- Make mentoring matter – how to nurture new employees and salon apprentices to help them excel.
- Building training plans for your team that they are excited to complete – how to make personal development one of the things that keeps your team together.
- How to avoid employee burnout.
- How to make sure your team are always pushing to deliver great results – even when you're not around.



Feel fit

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