
business | product checklist 101

by Rob and Carol Trow

Your spa can be beautiful and your personnel wonderful, but if your products are not what your clients want or do not produce the results they expect, your home care sales, client retention and practice will weaken.

For that reason, your product lines must be chosen carefully and evaluated annually. First, research your clients' service desires, possibly through a survey, and then look at your product line(s). If you purchase relaxation or fluff and buff products and your clients want serious anti-aging home care or vice versa, you have missed your target. It may be important for you to find a new line or add an additional one.

Customize

If the line does not fit the demographics, age, income and sex of your clients, the persons presenting them to the clients will not succeed in selling them. You must carry lines that meet your clients' needs, not yours or your estheticians' preferences.

Further, if clients' treatment goals are not met by the professional services and home care products, the products will stay on the shelves and service upgrades will fade into a distant memory. Always listen to the goals of your clients and choose a product line that supports your staff in helping clients to achieve or exceed their skin care expectations.

Also, seek out lines that have appropriate back bar—that is professional products that are more intense and stronger for use in office/spa treatment protocols—not just larger sizes of retail products.

You need to offer something additional in the cabin. What does it say to your clients if the products you recommend for home care are different or are at odds with those you use in your professional treatments?

Make sure your clients and patients come back to you for products and do not get them from someone else.

You must also look beyond the products themselves to the company and its staff that are providing them to you. Make sure the line you select has an unparalleled record as a strategic partner and not simply as a supplier. The company should be able to guarantee that it will provide the best to you and your team: extensive education and training, marketing and open house support, trade out or buy back programs for the line(s) you may be replacing, newsletter assistance, promotional and collateral materials, before and after pictures, no questions asked returns, technical support, protocol development and signature treatments, menu assistance, client seminars, no minimum orders, seasonal incentives, participation in employee incentives, discounted employee purchase programs and drop shipments to clients in the event your client is traveling, is at a second home or needs something that you do not have in-house at the moment.



Be selective

Select products that are distributed in your specialty and are not on every street corner. Seek out those that are not readily available in department stores, catalogues, drug stores and massive online retailers. You put a great deal of time and effort into recommending home care products, so make sure your clients and patients come back to you for products and do not get them from someone else. You and your staff do not want to lose out after spending time analyzing clients' skin and educating them on a specific product or regimen. ■

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