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business | make retail sales fun

by Rob and Carol Trow

FOR MOST OF OUR STAFF, selling retail is akin to having a tooth pulled out or paying taxes—necessary but painful. Keeping your team motivated and enthusiastic about retail selling is not for the faint at heart. It takes discipline and hard work.

Below are suggestions for activities to keep everyone focused on selling. The list is not meant to be all-encompassing—it is designed to encourage you to get your own creative juices flowing. We are confident that once

Up, up and away!

Fill balloons with money and prize coupons. When the spa's business goal or target is reached, have the staff member who met it pop the balloon and claim the prize.

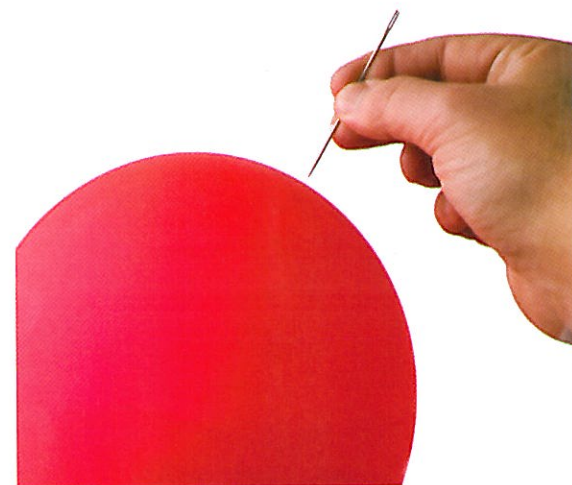
Got the fever

Use a drawing of a simple thermometer. Identify a goal for item sales and color in the thermometer as items are sold. The first one to the top wins a prize—or it can be a reward for the entire staff.

Go for the gold

Design an Olympics style competition that pays for achieving sales targets. They could include such goals as largest sales per week, most items per sale, sales per day or weekly sales. The objectives can vary from week to week.

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One of our favorite rewards is the secret shopper assignment. The contest winner(s) are assigned to go to a competitor that you admire, receive a paid treatment or service and report back to your team on the pros and cons of their experience.

Get your team involved in planning the contests and incentives—it pays off for you and for them. ■

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you get into the swing of things, you will come up with many more games and contests on your own.

But, before you begin your incentives, consider these points: make sure you are carrying the right products and vendors. If you offer a line that is readily available to the public you are in trouble. If products are available through large Internet sites, TV, beauty supply houses, department stores or hair salons, your success will be limited.

Tic tack toe

Make a board with squares (you need not limit it to nine squares). Each time an item is sold, the salesperson can write their initials in a square. The first person whose initials make up an entire line, or the one with the most boxes at the end of the designated time period, wins the contest.

Off to the races

Set up a race track on a board and assign each staff member a horse. For every retail sales goal reached or item sold the salesperson advances his or her horse. The first one around the track gets a complimentary treatment of your choice.

Pass the buck (a favorite)

The person who makes the highest single sale of the week or the largest upgrade gets \$25 or \$50. The first sale of the contest period is in the lead so that staff employee gets to hold the money. As each subsequent sale gets larger, the person holding the \$50 has to pass it to the new leader. The person holding the money at the end of the week (or designated time period) gets to keep it.