



Module 21: Merchandising Your Salon

- Which products your salon should carry
- How to showcase your products
- When and how to alter your merchandising
- Tips for increasing sales

By the end of this chapter, you will know:

- Which products your salon should carry
- How to showcase your products
- When and how to alter your merchandising
- Tips for increasing sales

21.1: Introduction

As a salon owner, your profits are not just going to come from the treatments you carry out.

Merchandising and retail sales play a role in your business's success too, which is why you need to pay close attention to:

- The products you sell
- How you market your products

- How you place your products

When your clients come into your salon, they partially do so to relax. As such, you can't find yourself or allow your staff to constantly plug items. It stops the salon experience from being relaxing and turns it into a period of stress.

This means you need to strike the right balance between casual and active product promotion.

21.2: Determine Which Products Your Salon is Going to Carry



Do you already have a line of products in mind?

If not, you need to begin focusing on nail polishes and related products that have an excellent reputation.

When your clients walk into your salon, they need to be able to access products that they may not find elsewhere. In other words, you can't just stick Rimmel and L'Oreal on your shelves; you need to focus on harder-to-access brands, such as O.P.I.

Once you have determined which products you are going to promote, you need to begin setting the right visuals.

How are you going to categorise your products?

Will you group brands together?

Or are you going to start focusing on putting the same kinds of products close to each other?

To make this process easier, you also need to focus on signage. Make it clear that the nail polishes you advertise are actually for sale i.e. they aren't just there to look pretty on display. Make it clear to clients that they are able to purchase them too.

21.3: Know How to Showcase Your Products



Do not be shy when it comes to flaunting the products you are selling.

If you are not enthusiastic about them, you can hardly expect your customers to be enticed by them. Instead, create a display that people will see as soon as they walk into the building.

One of the best places for this is the waiting area. If customers do not have something to do while there, they might start picking up nail polish and other products. When they spend time around the items you are selling, the chances of them making a purchase increases.

When creating a feature product display, you need to do the following:

- Do not make it too crowded. If you go into product overload, your customers are not going to want to reach out and take a closer look. Instead, use a few items sparingly. Doing this does not just make it easier for customers to take a look; it creates the illusion that the few products you are choosing to highlight are special and, therefore, worth having.
- Highlight why you are placing those particular products there. Are they suitable for a season that is just around the corner? Are they new in stock? Whatever the reason is, highlight it. Don't have a reason? Get creative and invent one. Customers need to be enticed, and it is your job to make sure that happens.
- Decorate the product area to accentuate it. As discussed in the earlier chapter on décor, the aim isn't to dwarf the products using too many decorations. Instead, you need to use the decorations as a background element. A great example of this is using candy canes as decoration during Xmas promotions, rather than smothering the nail polishes with tinsel.

21.4: When and How to Alter your Merchandising



From time-to-time you will need to alter your merchandising.

Doing this is not just about making sure you push as many products as possible; it is central to maintaining a professional image. In the salon world, this means identifying yourself as a trendsetter.

So how often should you do this?

The key is to not do it too quickly while making sure you do not focus on a product for too long. Clients are hardly going to believe a product is new and special when it sits there for more than three months.

When it comes to the primary display that you use in your waiting area, try to change things up every month or so. As for the products that sit on your shelves, you may want to consider changing them every quarter.

At the same time, you need to make sure you do the following:

- Keep everything well stocked. Arrangements look messy when there is a product missing. Try to refill as soon as you have sold an item, or at least at the end of every day.
- Develop a sense of uniformity when it comes to shelves. This means keeping products in straight lines

21.5: Quick Tips for Increasing Your Salon Retail Sales When Merchandising

Finally, you may want to consider taking on a few quick tips for increasing your salon sales when merchandising.

They may not work every time, but they can be used as fall back marketing methods when you see a dip in sales:

- Make the most of your window space. Your windows exist as free advertising space, so make

sure you use them.

- Make sure your shelves and displays are facing mirrors so that customers can see them no matter where they are sitting.
- Ensure you blend a mixture of small and large products next to one another.
- Stick to using odd numbers of products together, such as three or five items rather than two or four. This might seem strange, but it's a marketing trick that has been proven to work.
- Experiment with a variety of colours and themes. Each time you make a change, take a photo and store it somewhere. If you notice that sales were higher while using a particular promotion, you can return to that photo and use it as a point of reference.

In this module, you learned about merchandising and how it can benefit your salon. Merchandising includes the promotion of products, which means you will focus on identifying those that are synonymous with a business that cares about its customers. You also found out how to promote your merchandise, as well as when you should try to alter your merchandise and the best ways to do that.

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