

Salon Program Protocol & Marketing

- I. Find The Right Staff & Train Them On The System
 - a. Make sure they have sales experience.
 - b. Listen to their calling style.
 - c. Give them the tools they will need to succeed.
 - i. No need to reinvent the wheel.
- II. Monitor What They Do
 - a. Computer programs versus binders
 - b. Set up a marketing binder for them
 - i. Tabs A to Z for Leads
 - ii. Tabs 1 to 31 for Tickler
 - iii. Five tabs for:
 1. Marketing time log and data collection
 2. Plan of action sheets
 3. Originals
 4. Calendar
 5. Miscellaneous
 - c. Make sure to keep communication open.
 - i. The only way to succeed is to make sure everyone involved is on the same page and working towards the same goal!
 - d. When can you stop monitoring? – When you don't care about losing money!
- III. Daily Paperwork is Mandatory – Turned/Faxed in at the end of each day!
 - a. "Salon Program Marketing Time Log and Data Collection"
 - b. "Salon Program Plan of Action Sheets" – this should include next day "Tickler" follow-up calls as well.
- IV. Weekly Accountability/Status Meetings (A MUST!)
 - a. Physically go through Salon Program binder together.
 - i. Go through each lead.
 - ii. Go through each tab.
 - iii. Praise, Praise, Praise for Successes!
 - iv. Extra Rewards!
- V. Scripting for Them
 - a. "Salon Program Cold Call" script
 - i. This is a guide for your staff member to follow while cold calling "Leads."
- VI. Process for Gathering Leads
 - a. Purchase a Targeted Lead list – businesses within a 5 mile radius
 - b. Research possible leads online or through the Yellow Pages.
- VII. Protocol for Marketing
 - a. Generate or purchase "Lead" list.
 - b. Once you have your list of salon/stylist completed, you will then need to decided whether to cold call or send out postcards.

- c. If you decide to move forward with cold calling, simply have your staff member follow the "Salon Program Cold Calling Script."
- d. If you decide to send out postcards, you will need to be sure you can commit to sending out at least three mailers per business. (For example: send out one mailer a week for three weeks.)
- e. After all three mailers have been sent, you will need to go to your "Tickler" section of your binder and note that you will need to make a "Follow-up Call" to each lead you sent a mailer to one week from the day you sent the postcards.
- f. When you make your follow-up calls, you will need to make sure and do the following:
 - i. Call and introduce yourself.
 - ii. Make sure they received the postcard directing them to your website.
 - iii. Try and schedule your "Lead" to come in and have their complimentary body wrap. This way they can go through the experience themselves and have a better understanding of what they will be selling.
 - iv. Let them know how to contact you if they have any questions.
 - v. Make a note in your "Tickler" to follow-up with them again in two weeks.
 - vi. For those "Leads" interested in participating you will need to create a "Salon Program Lead Sheet." Make sure to take good notes on each individual business' "Lead Sheet" about any and all communication

VIII. (The "Salon Program Lead Sheets" are for each individual stylist interested in participating and requesting more information. "Program Ticklers" will be done by follow-up dates. The "Lead Sheets" will then, as mentioned, keep a history of all contact between your companies, and the "Tickler" will keep track of all future follow-up that needs to be done.)
(This entire process will need to repeat with each new "Salon Lead.")

Ultimate Goal: is to get your "Salon Leads" to participate with this program and begin selling your body wraps at a discounted price to their clients. Once this happens, their clients will schedule their free one-on-one energy and weight loss consultation and discounted body wrap service, which will in turn allow you the opportunity speak with these potential patients and close programs with them to begin their journey to becoming healthy and losing weight!