



# 5 TECHNIQUES TO UPSELL YOUR BUSINESS

Continental Cosmetics

# 01 Through social media

Social media platforms such as Facebook, and Instagram have made it much easier to reach your audience. Therefore, it is a MUST for your salon/ spa to have social media promotional accounts.



These are the best ways to reach out to your clients to keep them in the loop, inform, entertain and invite them!

Online is the way to go. Furthermore, it is also a place to obtain reviews of your business in which you can respond to. Getting feedback is not a bad thing, it will definitely help you succeed and make your business boom!

# 02 Make your clients feel valued



The simplest gesture can make a whole difference. Know your customers by name, they will appreciate this. Also small things like their birthday, or favourite product. Remembering the little and big things will show that you care.

# 03 Promotions

Promotion or sale are words that clients love to hear. They are great ways to draw in existing clients and or gain new clients.



Host special events during off-peak periods, also holidays are a great time to take advantage of offering promotions.

# 04 Define your brand

Branding is what is going to help you gain your ideal client. A strategic brand is very important, things like your company name, logo, location, website, the look of your social media channels, and store front are all things to look out for.



# Branding

Making sure that your brand is consistent, this is key. For instance, your salons interior design/colour should be replicated on your website.

# 05 Train your team/ Educate your team

Everyone in the industry knows that the relationship between a stylist, esthetician, and skin care therapist is just as crucial, if not more so, than the final product.



Remember, your employees are your greatest asset. Having staff that are well trained and committing to ongoing training and development will encourage staff loyalty. After all, happy employees make for happy clients.