

Tips To Sell More Eyewear (& Accessories)! Part 2 of 2

By Brenda Fishbaugh

WOW! It's tough to get your customers to spend the big bucks. However, I'm going to give you five ways to sell more small priced items and bring in easy sales. Here's your new mantra: **SMALL SALES ARE EASY SALES!** So, let's get to it!

6) Bundle! I'm a big fan of bundling. For example, "Buy this lotion and get a free upgrade session." You didn't discount the lotion with this offer, and got a tanner to try an upgrade bed, which is always smart. But, what about accessories? Here are a few bundle suggestions ... the possibilities are endless.

"Buy this lotion & choose from four different eyewear options!"
"Buy new goggles today, get a free Cuticle Butter stick!"
"Today Only! Eyewear & Lip Balm for \$5"
"Buy a Hair Protector & get 3 Face Wipes"

You get the idea! Each little, special offer helps keep your accessories and sales moving!

Want to try the new, clear sunless eye protection? The manufacturer has free samples for *IST* readers. Email your salon address to Brenda@EyePro.net & mention *IST Magazine* in your message.

7) Disposable eye protection is a money-maker! A few companies offer various brands, and more disposables are sold in salons than goggles. You may not have done the math, but when you sell disposables for just .50 a pair, and a tanner comes in and buys them just eight times in a year, you make more profit selling disposables than

selling the tanner a pair of goggles. If you haven't tried offering them, don't overlook selling a pair to every customer who forgets their goggles!

8) Upgrade Incentives: Selling upgrade tanning sessions is very important to increasing your bottom line. Consider using accessories to incentivize tanners to choose an upgrade bed today. Give them a free pair of disposables with a bed upgrade. How about a free after-tan wipe and an ice cold bottle of water after their session in the "Monster Bed"?

9) Monthly Clubs: If your salon offers EFT, why not offer a couple of add-on EFTs? A "\$2 Club" allows the tanner to get a free pair of disposables every time they tan that month. A "\$15 Club" provides a packet of high-end lotion with every session. A "\$10 Club" lets the tanner choose from your goodie basket and get at least \$20 worth of products from your specially marked jewelry, t-shirts, lotions and more. Your freebie stock can be

replenished with samples collected at tanning trade shows and mailed to your salon. Every tanner who signs up for an additional Club generates additional revenue!

10) Is your team wearing eyewear? To work in your salon, your staff **MUST** wear eye protection. If



you ran a driver's ed school, and one of your instructors wouldn't wear their seatbelt, would you let them work for you? Of course not. Wearing a seatbelt is the law, and it's just the smart thing to do. A seatbelt is insurance – and so is eye protection. At a tanning facility, eyewear is "the law" – insurance that you don't damage your eyes while tanning. Make sure your team has tried all the eyewear you carry and knows the benefits, can name ten ways to avoid "raccoon eye" tan lines (email me if you want the Raccoon List!), and understands that getting eye protection onto your tanners is probably the most important part of their job!

Remember, small sales are easy sales! Hopefully, I've inspired you to put together some inexpensive and fun offers! Feel free to email me with other ideas you've used in your salon, and you may see them in an upcoming issue of *IST Magazine!* ■



About the Author:

Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.