

A Back-To-School Eyewear Event Boosts Slow Season!

By Brenda Fishbaugh

So, you're in the tan-biz slow season ... what to do?

Late summer is a great time to host an event that features eye protection. You'll use your eyewear event to remind your salon guests that protecting their eyes is critical to their future and to show them all the latest options in the diverse and fun eye protection world. It's a great way to get your college tanners back into your salon and draw attention to your

Eye protection is so inexpensive – even college kids can afford it!

upgrades, lotions and other services, while increasing your bottom line.

One great aspect of eye protection is affordability – you can contact your favorite distributor and order a boatload of different goggles and disposables for a ridiculously small investment. I recommend you offer many types: the fun, designer types in every color, the super-cheap kinds and disposables. For your eyewear event, arrange your selection boutique-style. A velvet-covered board for display and a make-up mirror

work well to let guests try them on to see if they get a tight fit. Offer a free basic pair of goggles with purchase of a basic upgrade tanning package or a tattoo stick – something around \$10. They get a free “fancy” pair or several pairs of disposables with a high-pressure session, spray-tan or boutique retail item around \$25. Keeping with the theme, you could bring in sunglasses to sell for this event. I recommend creating a sign showing 3-4 things they get for each

category. Make it simple and offer some novelty products that you'd like to sell to increase your retail revenues.

How does education tie in? Educate your team, so they can educate your salon guests. I suggest your entire staff take the training in the new Sun Is Life® eye protection module at sunislife.com – it's super-affordable! Visit EyePro.net and take their free 30-minute training as a group. You will each receive personalized “Eye Protection Expert” certificates to display in your

salon. Eye Pro also includes a full-color, educational counter-mat to share with guests that shows “yucky” photos of eye damage from unprotected tanning. Your team will be focused after re-learning why eye protection is important. Don't skip this step: have every staff member tan with each type of eye protection you sell. Seriously, if they don't know how to fold disposables into a tight cone that you can easily see through, how are they going to sell it?

Next, collect some goodies for giveaways. Goggle manufacturers are a good place to start. Raffle some lotions, upgrade sessions and services you offer. Also, your business neighbors are often willing to cross-promote. Don't forget to talk to your distributor reps: they can often get you more freebies!

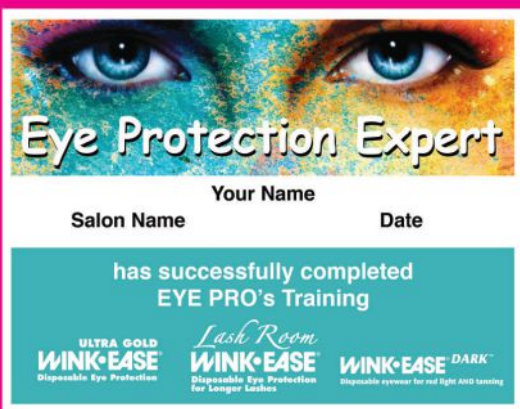
Make it fun, get your staff involved, promote it with social media and in-store signage. Your eyewear event will attract college-age tanners and hopefully sell more eyewear, upgrades and lotions. I'd love to hear how it goes! If you'd like a one-minute quiz to test your staff knowledge, email Brenda@WinkEase.com with the code IST Quiz. ■



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.



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