

CERTIFICATES *Show* PROFESSIONALS RUN YOUR SALON!

Why do doctors and attorneys hang their diplomas and licenses on their office walls? To indicate that they are certified professionals with proper training and education, of course. There is an easy way for your salon to reflect this same air of professionalism that will set you apart from the “party salons” across the street. Why not display some of your well-earned certificates?

The large tanning salon franchise, **tanworld**, has their own certificates that are issued by the company to their program graduates and displayed in their salons. “Every employee must



(L-R) The professional “Tanologists” at tanworld Sioux City, IA include Callee Beaty, Abigail Rassel & Alyssa Gries.

take a certification course and complete several other training programs before they become a Tanologist,” states Kendra Ely, tanworld Franchise Relations and Training Director. “Tanworld requires each employee to pass a rigorous training program within the first eight weeks of employment. The new team member must take a national salon certification course, as well as several tanworld in-house training sessions that include product education, excellence in customer service, systems training, and sanitization compliance.” Wow, how impressive is that? If you’re a small salon, there is something you can do besides create your own training course. Look at what Tropix Tanning chose to do:

Tropix Tanning Salon, near Atlanta, GA is a family enterprise with four family members working at the salon! With a small staff, traveling to industry training events is difficult, so Tropix has taken advantage of several online training opportunities. Owner Maggie Smith stated, “We took an eye protection training we saw advertised in *Island*

Sun Times. It covers 40 photos of eye damage suffered by tanners who tanned without eye protection. We found the information very helpful in convincing our customers that eyewear is a must!” Maggie and her team framed the training certificates and hung them prominently, so they can prove to their tanners that they’ve completed eye protection education can speak knowledgeably about why closing your eyes during a tanning session does NOT protect them.



So, what certificates could you frame and hang at YOUR salon? Any licensed salon operator certification program offers a completion document for their basic and advanced programs, both online and classroom versions. You’ll also find certification programs are available in several specialized subjects, such as Spray On, Technical, Customer Service, Lotion Sales and Skin-care. There are also advanced courses, so your veteran team members can keep learning and growing in the industry. All of these will offer a completion certificate in the particular subject your staff has completed. Several lotion companies offer online training, as well. If they don’t send a completion certificate automatically, ask if they will send a letter or certificate for each of your team members.

Show off all your hard-earned tanning industry credentials! Frame those certificates and hang them where everyone can see them! ■

If you’re showing off the education of your salon team, email Brenda@EyePro.net and I may feature you in an upcoming issue of *Island Sun Times!*



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.

