

# SALON ONLY SALES Business Development Day



*Reserve your spot today!*



**Monday, March 11, 2019**

**Location:** Studio 411 • 411 Cedar Lake Road S., Minneapolis, MN

**Price:** \$150.00\*

**10:00 am - 3:30 pm**

**Morning:** Retail Science Lab with *Angie Hofelich*, Davines Business and Sales Training Director.

**Lunch:** Included

**Afternoon:** Bleaching and Toning with Century of Light and Toning Products, Treatment Success Lab featuring the Circle Chronicles, New Client Marketing Lab, and Round Table discussion.

\*Receive 12 OI Travel Milk for Turnkey Promotion from Retail Science Lab.

*See back for more details >*

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# Event Details

## Retail Science Lab

- Take the fear out of being your best
- Discover the science behind how client retention, new client referrals and retail recommendations are related
- Learn the art of the recap
- The power of 3!
- Study why clients shop in salons and why they shop elsewhere
- Adopt simple systems used in top salons for best in class results
- Hold yourself and your team accountable; track & report your sales success
- Learn new retail recommendation verbiage
- Learn about the latest and greatest Davines news, education and events
- Smart, Simple, Sustainable!

## Treatment Success Lab

- Optimize your treatment sales
- Build and launch your Add-On menus
- Incent your desk and apprentices
- cover your car payment with treatments
- launching your treatment culture for success principles
- Incremental Revenue Stream

## New Client Marketing

- low and no cost ways to get new clients
- optimize your client referral program
- promote with nearby business partners
- In-Salon Eventing; what really works!
- Realtor = real clients

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SOS  
salononlysales 

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