



# BUSINESS DEVELOPMENT DAY

Monday, March 11, 2019  
10:00 AM - 3:30 PM

## 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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Studio 411 • 411 Cedar Lake Road S, Mpls, MN • Price: \$150

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 Oil for Turnkey Promotion from Retail Science Lab.

Contact your salon consultant or register on-line at [www.salononlysales.com/education](http://www.salononlysales.com/education)

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