

SALON ONLY SALES Business Development Day



Reserve your spot today!

Monday, September 24, 2018

Location: Gordon Bubolz Nature Preserve

4815 N Lynndale Drive, Appleton, WI

Price: \$150.00

10 am - 3:30 pm

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

Leave with **12 Travel OI Milk** to increase your retail revenue with a *Gift with Purchase* turnkey promotion in your salon!

Lunch: Included

Afternoon: New Creative Tool - The Imprinter, Century of Light, Treatment Success Lab featuring the Circle Chronicles, New Client Marketing Lab, and Round Table discussion.

See back for more details >

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SOS
salononlysales

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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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