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“NO’ IS NOT AN OPTION. We have a saying around our salon that if a client wants a hot air balloon ride off the top of the building, we tell them to have a seat while we fill the balloon! The point is that our business has grown because we will do what is necessary to make our clients happy. Our business has sometimes been double, even booked, and if a regular client will say, “I need a hair cut,” the front desk will tell them to have a seat and we will be there. We have designed an array of complimentary services to entertain them while they wait. A customer won’t mind waiting 15 minutes for a hair cut if they receive a complimentary hand treatment and a glass of water.”

KRISTIE SYLVESTER,
Mars Venus Salon

Brownsville, Indiana

“WE HAVE BEAUTY NIGHTS during which clients learn how to style their hair, take care of their skin, apply their make-up and discover the latest trends. We allow them to bring in their old products and receive a \$1 credit toward a new professional product. We also have a yearly VIP program where a client pays \$5 annually and receives a free service every two months like an eyebrow arch or polish change, 10-percent off all gift cards, and 15-percent off all retail products on Mondays and Fridays.”

BRITTANY MOLINA,
Brittany’s Spa Salon
Jacksonville, Florida

“WE OFFER AN UNLIMITED HAIR MEMBERSHIP. Beginning at \$99 a month, clients can receive unlimited services for life. There is a one-time enrollment fee of \$500. Then, the client can take advantage of any hair service such as cuts, color, highlights, lowlights and more. If a client wanted to come in every day for a shampoo and blow dry, he or she could. The reaction has been outstanding. Clients are surprised and can’t believe the offer is true. Clients who are especially excited are ones who live near the salon and those who use color services.”

SARAH HOGUE, FRONT END MANAGER
Hi-Lites Aveda Lifestyle Salon & Spa
Cathedral City, California

[ADD YOUR VOICE]

The community of top salons wants to hear about the wow ideas and best programs that are working in your salon. Tell us your story today by faxing or e-mailing an answer to our October 2007 question, “What was your best customer service experience outside the salon industry?” Deadline is August 5, 2007. Fax responses to SALON TODAY Roundtable at 847-634-4342 or e-mail ldoyle@vancepublishing.com.

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