

# Sales Promotion Made **Quick *and* Easy**



**IT'S EASY TO GET STUCK IN THE MUCK AND MIRE OF UNCERTAINTY AND PROCRASTINATION WHEN PLANNING A SALES PROMOTION. SO TO HELP YOU AVOID COSTLY DELAYS AND MISSED OPPORTUNITIES, HAIRCOLOR & DESIGN HAS COMPILED THE FOLLOWING PLANNING AND ACTION STEPS TO JUMP START YOUR PROMOTIONS. GET READY, GET BUSY, GOOD LUCK!**

# Sales Promotions



1. Write down what you want to address and change about your business through sales promotions, some ways you think you need to improve or some opportunities you're missing out on
2. Describe what you want to change or improve as specific goals with reasonable deadlines for each one
3. Review the table below and list the pros and cons of each sales promotion as it relates to your goal

Tactic	Pros	Cons
Price Discounts		
Sampling, Trials		
Gift with Purchase		
Competitions and Contests		
Refunds and Rebates		
Frequent Buyer Program		
Point Of Purchase Displays		
Free Information		
Other		

# Sales Promotions



5. Here are a few ideas in case you get stuck or if you simply want to try them

Goal	Promotion
Increase the number of services during downtime hours	<ul style="list-style-type: none"><li>✓ Define what market segment is available during your downtime hours</li><li>✓ Offer that segment a meaningful incentive to try your services and products</li></ul>
Increase services among new staff members	<ul style="list-style-type: none"><li>✓ Arrange for the staff to develop a technique or collection aimed at the specific market segment</li><li>✓ Offer the target clients a meaningful incentive</li></ul>
Improve awareness of your salon	<ul style="list-style-type: none"><li>✓ Produce an event at your salon, a remote radio broadcast, a party for clients, a fashion show, a series of speeches on topics of interest</li></ul>
Appeal to a new market segment	<ul style="list-style-type: none"><li>✓ Identify the market segment clearly and definitively</li><li>✓ Develop a collection or technique specifically to target</li><li>✓ Offer the target clients a meaningful incentive</li></ul>
Increase retail sales	<ul style="list-style-type: none"><li>✓ Offer clients a meaningful incentive to try products</li><li>✓ Offer staff a meaningful incentive to promote the offer and chart their progress daily</li><li>✓ Build an impactful display promoting the offer</li><li>✓ Build the promotion around a seasonal or topical theme</li></ul>
Expand your client base among existing clients' families	<ul style="list-style-type: none"><li>✓ Create meaningful incentives for family members to try your services and products</li></ul>
Introduce a new service or product	<ul style="list-style-type: none"><li>✓ Clearly define the market segment</li><li>✓ Create meaningful incentives for these prospects</li><li>✓ Create meaningful incentives for clients family members</li></ul>

*Gather your staff and advisors to discuss which actions make the most sense for you and the specifics of how you'll implement them.*

*Publicize the offer through a concerted publicity effort. Advertise.*