



MAKING MERRY

Susan Haise, owner of Neroli Salon & Spa, a full-service Aveda Lifestyle Salon & Spa, comes up with the perfect strategies to put your clients in the holiday buying mood.

The holiday season countdown is about to begin, and this year is likely to be even more stressful given that the premium selling period between Thanksgiving and Christmas is a short 28 days. Are you ready?

"The key to achieving continual annual growth each holiday season is to finalize a strategy months in advance. We complete our holiday strategy in July each year," says Susan Haise, an award-winning business expert who owns five Neroli Salon & Spa locations in Wisconsin that employ a team of 200. "While merchandising is important, it's essential to create an environment that connects guests to the holiday gift-giving spirit through all five senses. Likewise, educate your team and create excitement about the launch of the holiday season. For the past two years we've hosted a holiday sneak-peek event for our top guests, allowing them to be the first to purchase holiday retail items. Within hours we were able to generate significant sales in retail." Here, Haise shares her top 10 retail tips to achieve a jolly holiday selling season.

1. Put the "Ahhhhh" back into the holidays by providing guests with a moment of wellness when they first arrive at the salon or at the start of their service. At our Neroli Salon & Spa locations, we like to treat clients to a complimentary hand massage with Aveda Stress-Fix Body

Creme to deeply moisturize overworked hands from too much gift wrapping.

2. Offer guests the option to pre-order holiday gift sets. Not only does this help boost holiday sales, but it's a boon for better inventory during the busy season.

At Neroli Salon & Spa, we send an email to guests that's linked to a microsite where they can pre-order holiday gift-set items and select their preferred location for pickup. Additionally, we take pre-orders by phone and also offer complimentary curbside pickup for added convenience.

3. Allow gift sets to be customized. In addition to receiving "special something" made for them, customization gives guests the chance to try a different product that they otherwise may not have purchased.

4. Limit the number of gift sets or products on display.

5. Incorporate an aroma into the space that connects to the feelings of the holiday season (the Aveda Holiday Soy Wax Candle is a good one to try).

6. Create an event to draw guests into the salon during the holidays. Each year, Neroli Salon & Spa hosts an annual holiday open house that lasts one week. This time period is the only opportunity guests have to make reservations on select services for the upcoming January and February months at a discount.

To help bring in new guests, we offer

bonus Neroli Reward Points (our loyalty rewards program for services) to existing clients who bring a friend with them to the event. This allows us to showcase our holiday retail offerings while also boosting productivity for service providers after the holidays.

7. Create a wellness ritual that guests can experience at home. A Neroli Salon & Spa favorite involves using warm stones with Aveda Beautifying Composition. We invite guests to unwind by rubbing the stones between their hands when they first arrive at the salon or at the start of their service.

8. Give your team goals and make them fun to achieve with incentives. Through the years, a front desk favorite incentive at Neroli Salon & Spa has been holiday Bingo, where we lay out certain wellness rituals and retail/gift card sales on a Bingo card. When guests achieve Bingo, they receive a Neroli gift card. Service providers join the fun with a weekly gift card raffle. The staff receives one entry for each gift set they sell.

9. Provide guests tools to finish their holiday gift lists from the salon chairs. We designed tear-off pads with product and gift card suggestions for guests to use to write down items for everyone on their list.

10. Less is more in terms of holiday decor. This ensures the space stays beautiful and easy to shop in.