

ALEXANDRIA PRO™ MONTHLY

January 2009

Alexandria Professional™ practitioners January Monthly Special: 15% Off Anything in Case Qty.!

Bonus: Check the Sip N' Sugar Party Kit on Special \$144.77

Contact your Alexandria Professional™ Representative to place your order Today!

Valentines Day Sugar Promotions Sip N' Sugar Party Kit

Boost up your sugaring clientele and reward your current clients...

It's our favorite sugaring holiday again.
Time to put your Sip N' Sugar Parties into action.
Special Kit Price \$144.77

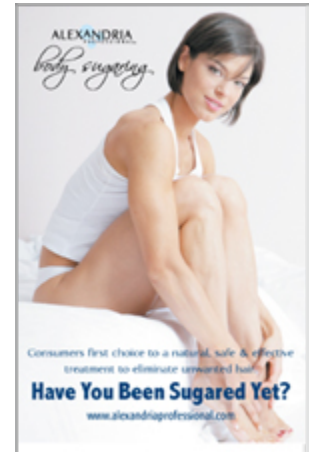
Sip N' Sugar Kit Contains:

- * 2 Have You Been Sugared Yet? Posters
- * 50 Have You Been Sugared Yet? Postcards
- * 12 Pair Spa Massage Gloves (Gifts for the party attendees)
- * 12 Buff & Balm Duos (Gifts for the party attendees)

Sip N' Sugar Party Setup

1. Send out your postcards 3-4 weeks in advance for your party date.
2. Hang posters around the Salon/Spa advertising Sip N' Sugar party.
3. Have attendees RSVP for a special gift bag for the party (option to bring a friend too and receive free gift).
4. 3-4 days prior to the party call the RSVP's to remind them of party date.
5. Decorate the salon area day of party with little stations for Brow Sugaring Demos, Lip Sugaring Demos and/or private room area for Bikini Sugaring Demos.
6. Setup and decorate your retail area with special pricing on Mud Puddle, Salt Spring, Mud H2o, Salt Smoothie, Hide and Seek Kits, Buff Up and Balm Up Sets and the new PMS4PMS tubes.
7. Setup refreshments area with Cocktails and/or Punch or Teas and light snacks.
8. Welcome guests as they arrive and provide a tour of your salon/spa facilities.
9. Provide a short introduction about the benefits of sugaring.
10. Allow guest to participate in sugaring demos and mingle.
11. Have a special pre-booking for sugaring services with special discount price and have appointment book ready.
12. Allow guest to mingle through the retail areas and have an attendee there guiding them with their purchases and educating the guests about the benefits of the retail products.
13. Thanks the guests for attending and be sure they booked their sugaring services or purchased a gift certificate for a future appointment.

(If you don't have access to an areas in your salon to host your own Sip N' Sugar Party consider doing in home parties, Home Spa Parties are the rage right now and what a great idea for a Bridal Shower, Baby Shower or Anytime Party)



Business Building with Gift Certificates

Gift Certificates are not just for the Holidays but are great business year round. You can use them to boost services during the slow times, increase clientele by bringing a friend for a bonus discount and get the word out to the world to give your services a try. Gift Certificates can be for a discounted services, full price service, 2 for 1 deal or to try new services. Here are two examples of salon practitioners that recently shared their success with gift certificates with me.

Hi Lisanne,
Just wanted to let you know that I took your advise and did a 50% off all sugaring as an opening incentive and guess what? One of my clients bought 38 bikini services for all of her friends!! OMG!

After sharing the news with a fellow sugaring practitioner the next day she shared with me that she had a similar story. A new client had come to experience her facial at a 20% discount special and loved it so she purchased 12 facial certificates.

What a great bonus for these girls for some extra holiday cash in their pockets. Promotions work and it just takes that special person to push it to the extreme for a big pay off.

Please share your success stories with us, we all love to hear them.
email: success@alexandriapro.com



Trade Shows 2009

February 22-23 Vancouver Esthetique Spa Booth #600

March 22-23 International Congress of Esthetics & Spa Arlington, TX

(Stop by and say "Hello" and check out the great specials)

ALEXANDRIA Professional™

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For more information Call your
Alexandria Professional™ Representative Today!

