

ALEXANDRIA PRO™ MONTHLY

April 2010

Alexandria Professional™ Practitioners
April Monthly Special:

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Want more clients?

Would you like more clients? Simple thoughts to help make it happen...

First let's define a base clientele.

Your base clientele are the people who come to see you regularly and NOT the number of names you have in your address book. Your base numbers are your regular clients. That's the REAL number you want to increase.

Referral Program

The very best way to increase your base clientele is through referrals. YES, we read about it, hear about it at seminars and scream it from the roof tops. Referrals are your best and sure bet way to get new clients in the door.

Do you have a client referral program?

Please answer that you do! But if you don't, you need to get one today!

Our general programs work around the "Double-up" or "send 3 - 5 clients" and receive something for free or half off. Initially these "appreciation" programs work quite well for most salons and we find that when you extend this program to a "specific month" such as a "Double-up month" vs. on-going, you can better gauge its success. It helps to motivate your clients into "fast action" because it becomes fun! No matter which program you implement, at the end of the day the only thing that matters is how many of your clients are putting your business cards in their friends' hand at any functions they attend. Are they peddling your cards across town? Are they motivated to do so?

If your referral program has become dull or is no longer working for you and for your clients, consider switching things up a bit.

Instant Referral Program

In today's world of "instants" (text messages, swipe and go credit cards, etc) people expect instant gratification. It has become the "norm" for the better part of us as a people. so then, why not let your referral program become an instant gratification to your clients... **1 Referral = 1 Prize!** You send me a client; I give you a Prize. Maybe it's a \$10.00 G.C. redeemable on a retail purchases... the choice is yours to make and your options are numerous because YOU can keep switching things up to keep it interesting.

They WIN, they get EXCITED and they do it AGAIN and AGAIN.

We have a few salons who are already trying this Instant Referral Program. We kindly ask you to please share with us how the IRP is working for your salon. Are you seeing more referrals come in? Are the referrals more frequent? We love to share your stories with all of our practitioners so please don't be shy and take a moment to drop us a quick email!

Time... valuable courtesy you can give your clients!

In Ivanka Trump's book "Trump Card", she talks about one of the greatest things she learned from her father Mr. Donald Trump which is respecting other people's time. Being "on time" for a job interview or the job itself is demonstrates respect. A show of disrespect occurs when you decide to waste another's time by not showing up for your appointment on time... more than on time if you consider that you need a few minutes to be prepared for you client. Getting yourself and your room ready when the client is already there "on time" for you and then has to wait for you to get ready for her is not considered a good sign of respect.



How annoying is it to you when your client is not on time and your days' schedule ripples into a backlash effect of time? The same goes if you are late for a client. Their day can ripple back the same way. Being on time for your client and your job is one simple way you can expand your professional reputation. It is much easier for a fully satisfied client to refer and encourage a colleague to go to you. Last referral we want from our clients is, "I really like her treatments but it drives me crazy that I always have to wait for her.

I recently attended a tradeshow to sit in on a few classes and seminars where they shared their expertise in customer service. Although they preached about being on time and respecting your clients' time, they themselves broke the cardinal rule as they did not start the classes on time. Hour after hour presenters were waiting for the stragglers to drag themselves into the class. I thought to myself... how is this respecting my time? On the second day after waiting over 15 minutes for the class I paid for to start, I spoke up and just quoted what I had read in Ivanka's book. The point was well received as it was not delivered in a sarcastic way but rather in way that allowed for immediate cordial dialog. It offered an opportunity for the presenter to anti-up her professionalism by respecting my time as I had respected hers by showing up on time for her class. It was a chance for me to pay it forward by sharing "the respect of time".

How do you respect time? How do you deal with clients that are never on time? Join the discussions with us on: Facebook Fanpage for Alexandriapro

Join us on Facebook Fan Page for Alexandria Professional Body Sugaring and Twitter www.twitter.com/alexandriapro



***NOTE* Head Office in Welland Canada will be closed for Good Friday, April 2, 2010**

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Editor in Chief
Lina Kennedy

Editorial and Creative
Lisanne Wilcox

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