

ALEXANDRIA PRO™ MONTHLY

June 2009

Alexandria Professional™ practitioners
June Monthly Special:
20% OFF All Retail Products



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

Retail, as easy as 1-2-3

What you sell says who you are...

Clients want retail, I will stand on the top of the mountain and keep yelling this until I am blue in the face. For real, all kidding aside we have been surveying clients and talking to practitioners.

The salons professionals that RECOMMEND products actually sell them and their clients have the best skin and it is so easy to sugar them because they have great skin. Sugaring plus good skin care products and routines equals great looking skin.



No more excuses, 10% commission is 10% extra in your pocket,

we chatted about this a couple months ago and 100% of nothing is nothing.

If your salon is not selling retail; I know it's crazy after all are we not in the beauty industry? then it's time to talk to the boss and talk to your educator.

(instert Darth Vader voice here)" WE ARE HERE TO HELP YOU BUILD YOUR BUSINESS!"

We have advice, strategies and concepts that work to help you.

Ok here is the low down on Retail 1-2-3...

Step One: ADVISE

Suggest and recommend which products would be right for them and help with any skin condition they are experiencing.

Step Two: STRONGLY ENCOURAGE

If they did not purchase after you advised them on the first treatment, don't panic! Maybe they were short on cash that week or don't get paid until next week... that's OK. Second treatment though we are going to really let them know that what you are recommending is really going to help them. After all, you are the expert after all and they are coming to you because your rock at what you do.

*NOTE: Your client's skin is your reputation and HELLO they are exposing your work everywhere! I personally like to think of each client as my artist canvas. I'm surely not going to show my artwork at the gallery with a big old blotch on it or have it covered with residue and dust.. so why let my clients walk around with a big old zit or bumpy skin and excess dead skin cells! I make sure their skin is in optimum condition and show them how to keep it that way.

Step Three: INSIST

Let your client know that you are serious and they need to take action and get involved in this process. It is to their advantage and you are trying to give them the best skin possible but without a little cooperation and home maintenance you are not going to be able produce optimal results. If they do not conquer, it might be time for you to recommend another sugaring salon for them in the area.

Yes, in the words of Donald Trump "You're Fired". We will fire the client and send them off to another salon that is satisfied with mediocre results.

No, I did not fall off my rocker, I am really serious. I know salons already that are already taking this form of action. I don't consider this to be unusual or arrogant. These are the people that produce the best looking clients' skin, have the best sugaring results and have the best reputations in the industry.

To conclude this easy 1,2,3 / reality check, clients really do buy retail. Just walk into any big department or chain beauty store now found in all the malls now and see for yourself and what people buy. I will totally confess right here and now that I am one of those people who comes home and ask myself why did I just bought this bag of goodies. Well, the lady seemed to know her products and I am in the biz so she knew what she was talking about so I am taking her RECOMMENDATION and trying her product. It's not sales it's like telling your new buddy what you know will work for them.

Come by our Booth at:

International Skin Care Las Vegas, NV June 13-16, 2009 Booth # 2829

The Doctors Episode Postponed



Swine Flu now called H1N1 has obviously taken over the media spotlight so I am sorry to say we have been postponed for a few months on this event. The rescheduled show date is September, most shows are on hiatus over the summer months so we will keep you posted on the new airing date this fall.

ALEXANDRIA Professional™

Editor in Chief

Lina Kennedy

Editorial and Creative

Lisanne Wilcox

For more information Call your
Alexandria Professional™ Representative Today!

