

RETAIL IN YOUR SALON





# HOW SUPERCILIUM STARTED?

*Manouk de Vries*





# SUPERCILIUM



IMPORTANCE OF RETAIL



RETAIL STRATEGY



BRANDS TO CHOOSE



SUPERCILIUM IN YOUR SALON



EDUCATION



# OUR BRAND PORTFOLIO



Our professional eyebrow products for Brow Artists and Beauticians.

We offer the most popular brow treatments: Henna, Lamination & Tint.



Our eyebrow makeup range to create every desired brow look in 3 easy steps.

We bring the techniques from the pro straight to your home.

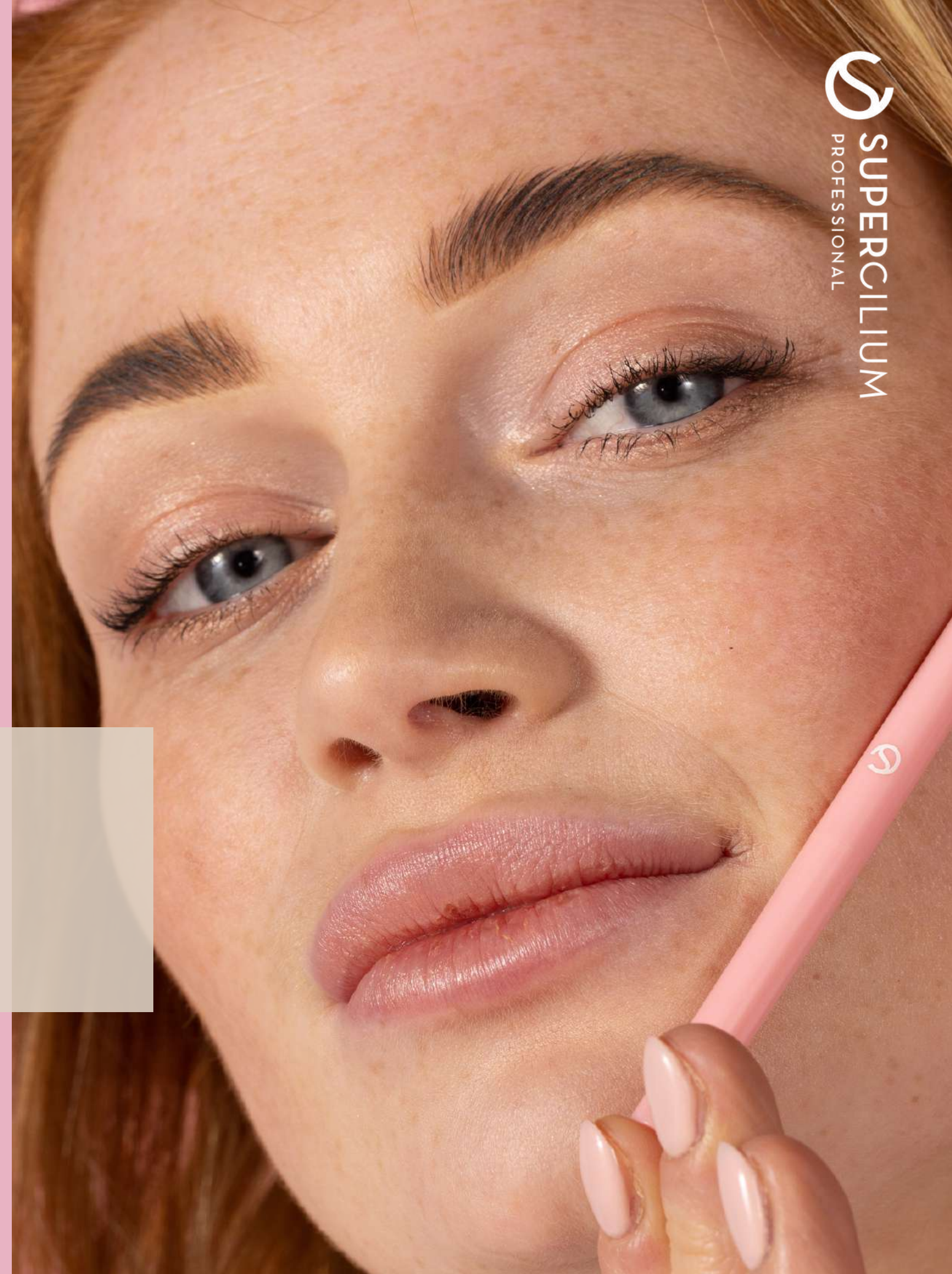


Our online school with 10 free and paid courses about eyebrow treatments.

Thought by the best Brow Artists in the industry.



# IMPORTANCE OF RETAIL IN YOUR SALON



# IMPORTANCE OF RETAIL IN SALON

REVENUE

Total Retail Sales ÷ Total Revenue (services and retail sales)  
= Percent of Retail Revenue



# IMPORTANCE OF RETAIL IN SALON

## REPUTATION AND LOYALTY

### Retail boosts your reputation

- Many people avoid selling out of fear of being seen as pushy  
→ but when done correctly, sales can actually improve your salon's reputation
- Imposter Syndrome!!
- Your opinion counts and is an added value for your client since you're the expert
- Gives a real sense of professionalism

### Build loyalty

- When a client finds a stylist that they trust, they'll stick with them for life

WHAT WORKS  
BEST FOR  
YOUR CLIENT?



# IMPORTANCE OF RETAIL IN SALON

## YOUR CUSTOMER'S NEEDS

- Best brow results
- Personal attention & care: make them feel special
- Expert beauty advice from you
- Long-lasting results
  - customers need products to achieve that



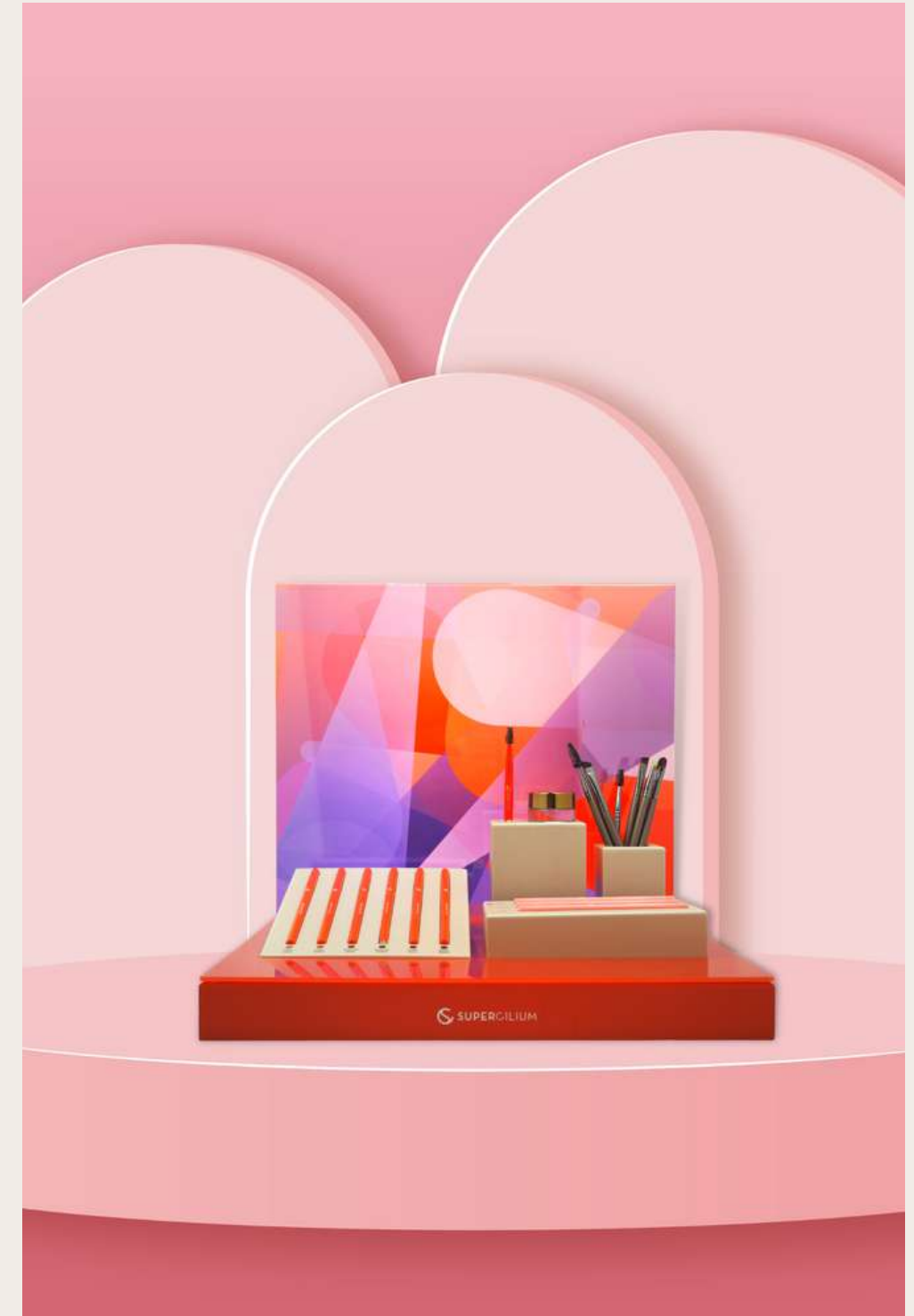
# RETAIL STRATEGY



# RETAIL STRATEGY

## CREATE AWARENESS

- Create disruptors in your salon they can't ignore
- Display products at reception
- Offer changing deals
- Give samples
- Don't forget your entrance and the outside





# RETAIL STRATEGY

CREATE AWARENESS

- Different Marketing Channels:



Online



E-Mail



Social Media Marketing

- Spread the word: Find ambassadors for your products

# RETAIL STRATEGY

## INSTAGRAMMABLE SPOTS





# RETAIL STRATEGY

CONNECT THE PRODUCTS TO YOUR SERVICES

- Pre-treatment
- Aftercare products
- Add-ons like makeup (e.g. Supercilium Cosmetics) or tweezers
- Products for me-time
- Merchandise







RETAIL IN YOUR  
SALON

# RETAIL IN YOUR SALON

## THINGS TO CONSIDER

- Money is rarely the issue → your clients are willing to spend money on their beauty when coming to your salon already
- It's all about thought-leadership & solving a client's problem
- Clients want to lean on someone they believe can make them look and feel beautiful

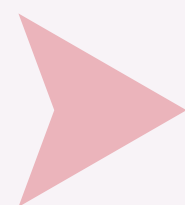


# RETAIL IN YOUR SALON

## WHAT BRANDS TO CHOOSE

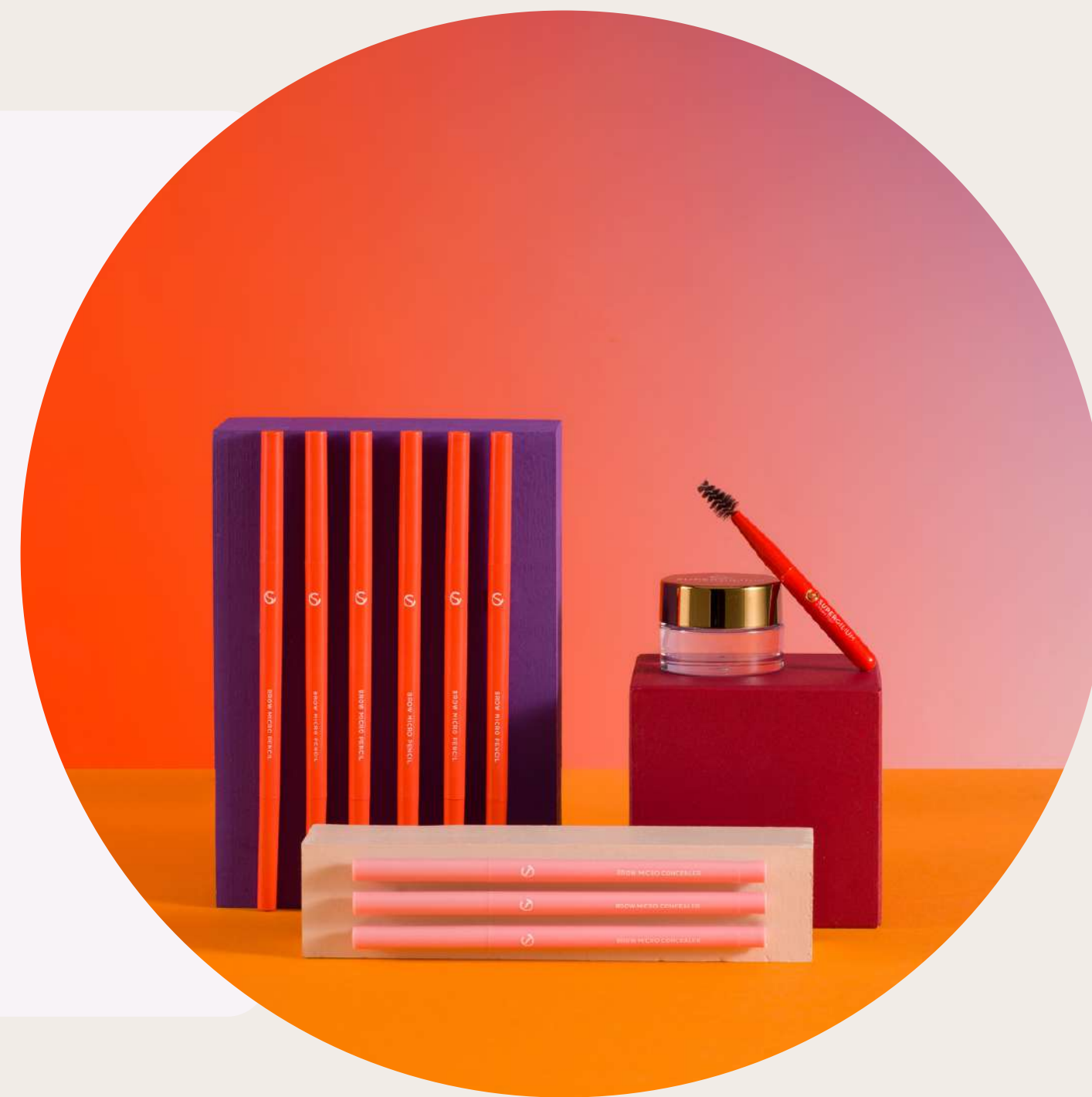
- Find out what your client's needs are and offer the solution

- Choose products you believe in



When you sell products you personally believe in, the idea of retailing in your salon becomes a lot easier

- Affordable or lux brand?





# RETAIL IN YOUR SALON

SALES IS A MINDSET

- Make it fun! See upselling as a game
- Think your strategy through before you start: correct use of space, proper inventory, online retail approach
- Teamwork: Involve your whole team
- Remind yourself that you offer clients products you believe in and that will help them enhance their beauty
- Understand how much revenue you should expect from retail



# RETAIL IN YOUR SALON

BEFORE YOU START

- Trust is at the heart of every successful relationship, also between you and your client
- Start with the basics to enhance and maintain their service
- You gain trust through listening to your client's problems and solving them

TRUST IS  
KEY

PROBLEM  
SOLVING

# RETAIL IN YOUR SALON

CREATE LOYALTY

- Make customers feel like they're getting something of value for free
- Free product after a certain amount of treatments → repurchase
- Message customers that didn't come in for a treatment within a while & offer free product or a discount
- Gift cards for loyal customers





# SUPERCILIUM IN YOUR SALON

  
SUPERCILIUM  
COSMETICS

  
SUPERCILIUM  
PROFESSIONAL



# SUPERCILIUM IN YOUR SALON

## CASE EXAMPLE

Brow Salon: 3 employees  
Opening hours: 6 days a week  
Billable hours: Average of 6 clients per day, per employee  
Upsell clients: 3/18 a day = 15% upsell  
Average profit: €30 per customer/€90 per day

**Over 6 days = €540**

**Over 1 month = €2,160**

**Over 1 year = €28,080**





# SUPERCILIUM IN YOUR SALON

PRODUCTS

 SUPERCILIUM  
PROFESSIONAL

1. BROW MICRO PENCIL
2. BROW MICRO CONCEALER
3. BROW CONTROL

1.

2.

3.



RESELL SUPERCILIUM COSMETICS NOW!  
[HELLO@SUPERCILIUM.COM](mailto:HELLO@SUPERCILIUM.COM)



# EDUCATION



# EDUCATION

KNOW THE BRAND THAT YOU OFFER

- SALES TRAINING! Sales is a numbers game
- Ensure you and your staff are knowledgeable enough about the brands you sell
- You always need to be able to answer inquiries from clients about a product and what it does
- Know your brand

GIVE WELL  
EDUCATED  
ADVICE

TEAMWORK  
IS  
DREAMWORK

# EDUCATION

EDUCATE YOUR CUSTOMERS

- New Customers? Discovery call
- Loyal Customers? Give them 15 minutes of your time to educate them
- Knowledge is key and builds loyalty
- Goal for sales: your clients should know what to consider when they buy products themselves







THANK YOU!



**QUESTIONS?**

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