

# HYDROPEPTIDE'S SMART SAMPLING

**SMART** sampling allows greater and more meaningful interactions with clients. By listening and understanding their unique needs, SMART sampling creates a more memorable customer experience. It is these bonds and feelings that create return visits and higher retail sales.

## SAMPLING PROTOCOL

- Keep sample jars or packet secure so staff dispense the samples, not customers
- Offer a sample that perfectly partners what they've already purchased

## MAKE SAMPLING AND TESTING AN EXPERIENCE

- Allow the client to touch & smell the product (from a product tester)
- Communicate with F.A.B.
- Explain the results they can expect to see and how to use it at home
- Use an applicator if you are sampling from a jar to avoid any contamination
- Use a permanent marker to label the sample correctly
- Give client a brochure showing them how to implement the sample into their beauty regimen

## ACCURATE TRACKING

- Use a daily log to keep track of the samples given out to each client, tracking what they've purchased and the facial they've received

## RECONNECT WITH YOUR CLIENT

- Make sure to tell your client you will follow up with them in the next several days to see how they liked the product they sampled, or their next visit if they have already re-scheduled

Ask your client how they prefer to be followed up with (email, phone etc).

- Ask open-ended questions on how they like their product sample and how their skin is looking

"How do you like your samples?" **NOT** "Do you like your samples?"

## TELL AND SELL

- Ask client if you can reserve that product for them to pick up
- If the product didn't work out, apologize and find something else that will address their skin care concerns
- If the client is still unsure, educate the client on the importance of continuing their skin care regimen at home. If they want to see results, they must continue to use HydroPeptide products daily

## SAMPLE GIFTING TO DRIVE REVENUE

Use your brochure and sampling jars to drive incremental revenue:

- After performing a facial, use the perscription pad and check mark the products that you recommend. Take the time to mark a product that addresses another concern or recommendation (we suggest using a star as this will become the gift item).
- Allow the client time to enjoy the spa and tell them, *"There is a free gift waiting for you in retail area."* Have the esthetician deliver the perscription sheet to the front desk/retail person.
- As the front desk/retail person dispenses the gifted (starred) sample tell the client about the product's features, actions, and benefits. This sample will become the client's free gift.

Talk with the client about their experience,

- other skin concerns, or other recommended products and ask, *"Would you like to purchase these other products today as well?"*

With this method of sampling and interaction, clients will be drawn to the retail space significantly boosting sales.

## SAMPLE BOUNCE BACK INCENTIVE

When dispensing samples, create a label that says, *"Return your sample jar and receive X% off the purchase of (insert product name)."*

In addition, we suggest including, *"Product recommended by (insert employee's name)."*

This method of sampling gives the client an incentive to return to the spa for further services and product purchases as well as crediting the staff member for taking the time to educate the client on the sampled product.