



Ruff Times in Your Salon?

The 4-Rs for a Full Appointment Book

- ✓ **R**etention **R**ate
- ✓ **R**ebooking
- ✓ **R**eferrals

- If You Are Selling a Service, You Are Selling a Relationship
 - ✓ Your clients cannot tell if (pick a complex service provider)
- Clients Are Experts at Knowing If They Feel Valued
- Your Potential Clients Have Four Options
 - ✓ use your service
 - ✓ use a competitor service
 - ✓ do it themselves
 - ✓ not do it at all
- Lost Visits per Month
- Dollar Impact to Your Appointment Book
- How Long Does It Take to Build a Clientele?
- Grooming Salons and Pet Stylist to Have Captivated More Than 60% Retention Rate of Their Clientele
Are Going to Continue to Succeed in the Market Regardless of the Economy
- If Your Salon or Stylists are Not Retaining over 40% of Their Clients - You Need to Look Deep within Your Level of Service - Dissected and Fix It
- If the Service Isn't Top Notch -- Improve Your Service
- What Are the Major Differences between the Stylist Was the Full Book and the Stylist to Does Not -- Is the Ability to Retain Clients
- **Retention Rate**
 - ✓ look at your points of contact -- what does it say to the customer
- Make the Client Feel Valued
 - ✓ promises
 - ✓ answering the phones
 - ✓ don't make people wait
 - ✓ communication



- **Rebooking**

- ✓ what are the benefits -- help the client understand those benefits -- sell benefits

- What Is the Impact of Rebooking

- New Client Consultations

- ✓ educate -- communicate -- start building a positive relationship

- Rebooking Options

- Implementation

- **Referrals**

- ✓ what are your options

The 4Rs -- Putting It All Together

- ✓ whatever program you put in place, track the results

- **retention rate**

- points of contact
 - make the client feel valued
 - welcome packages

- **rebooking**

- at checkout
 - reminder calls
 - wake-up calls
 - e-mail blasts

- **referrals**

- existing clients
 - other service providers
 - local pet professionals

The Key to Success Is to Do It Every Single Day

Melissa Verplank Lecture: for a review or more information on this topic, go to **Learn2GroomDogs.com** and type in any of the following: 'Retention Rate – Rebooking - Referrals' to the site search engine.

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