

## **YOUR CLIENTS ARE CURRENTLY BUYING WHAT THEY NEED, NOT WHAT THEY WANT**

Let's talk about understanding the difference, so you can get it right with your clients.

There is no secret that your clients' needs change over time. What motivated them to buy 3 years ago is quite different to what excites and motivates them in today's market.

Understanding what is current, and what people are buying today is critical for every team member to understand so clients and therapists are on the same page when it comes to the recommendation process.

So, what is the difference between need and want? I walk past a dress shop and I see in the window a fantastic dress. "Wow look at that colour, that's different!" - I want it.

Do I need a new dress, no! I have a cupboard full of them. Am I likely to decide to buy this dress I like? I will certainly think about it before making the decision to buy and would need to justify it. I could wear it to that party I am going to? I don't have anything like that colour? It would look good, and I would feel good in it!?

In some way I am likely to justify it, but I'll think before I buy.

In your salon you have to understand what your clients' needs and wants are to get it right and excite them to want to buy because they can see a value and benefit to them.

Your clients, first and foremost, are buying 'value'. Value is not about how much it costs, it is about what they get for their money. I understand to get beautiful skin and amazing beauty services I need to spend a certain amount of money and I am happy to do that, but what else can I get, over and above what I expect, to make me happy to spend my money? It is about looking good and feeling good.

**Value** is number one. Link it to their needs.

Value means different things to different people. So how do you get it right every time? **Top shelf service, for everyone.**

- Get the skin looking amazing.
- Provide great service.

This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.

- Show you care and are interested.
- Offer points of difference (The little things matter!)
- Share what is new and different.
- What technology and equipment do you have?
- Offer help and advice.
- Don't be like other salons, stand out. How can you do this?
- This is getting to be a big list of possibilities...

What else do they need? In your salon, do you also have reasons to buy?

Regular promotions, gift with purchase, packs, product of the month - All of these things will help to say in the client's mind "I need that, and I can see the value and I will choose to buy it for myself."

**Remember clients are buying what they believe they need not what they want.**

**So, give it to them and you will be a busy beauty salon.**

This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.