

RETAIL POLICY

As a Spa/Clinic professionals, it is important to note the following relationships that exist between today's salon clients and professional retailing.

1. Today's client does not only expect but demand total service within the Spa/Clinic.
2. Because many clients visit the salon only once every 5 to 7 weeks, home maintenance programs are more important than ever.
3. As their awareness of products and ingredients increase, clients want to know more about the professional products and what formula is best for their particular skin type.
4. Each client is entitled to quality products and your professional recommendation to help maintain his or her specific personal requirements.
5. As technology improves and new products become available, you as the Clinic/Spa professional must be open to change and continually update your knowledge of retail product lines as part of servicing your clients.

By keeping the above points in mind and by offering professional recommendations to each of your clients, you can complete the total service relationship desired by your clients and fulfil their expectations of a professional Clinic/Spa.

When we take care of our clients, we take care of ourselves.

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