

BEST CLIENT AVERAGE

Why do beauty therapists with the best client average always have the most personal clients?

Firstly, what is the client average and why is it important?

Total Sales (for period) ÷ number of clients = client average

Salons should have a target they aim to achieve, such as the client average. Client average measures the level of service you provide to your clients. In addition to providing regular treatments and services, generating extra revenue through extra services and product sales will keep you reaching and sometimes even exceeding your client average.

Here are some examples:

Your client average might be \$180.00.

You look after 8 clients and the combined sales and treatments total \$1,620 for the day.

Your client average is \$1,620 divided by 8 = \$202.50.

Having exceeded your goal, you can feel good about the service you provided your clients today.

Service levels improve as client averages increase.

An average of \$90 in this salon indicates that the therapists are just performing maintenance, providing only what the client requests. A low client average would suggest the same uninspiring recommendations and treatments. This may result in your salon being dependent on casual walk-in clients who are often looking for low-cost, quick services.

An average of \$120 for the therapist in this salon would mean that they are not consistent. With some clients, they provide excellent service while with others, they just follow the requests of their clients without offering any recommendations. How do you treat the client just before you head to lunch? Do they always get the best you have to offer?

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Ask your manager or owner for advice on what the salon expects of you so they can help you set your goals and focus on them. You should also check what your client average has been for the last 4 weeks so you know where you stand and how much you need to improve.

We should always strive to work smarter, not harder. In essence, this is what it is all about. When you love what you do, it never feels like work. Your clients will benefit greatly from all the love and effort you put into them and your salon will achieve great results.

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