

# GET SELLING

**COSMO PROF  DIRECT**

# UNLOCK YOUR SALES SUPERPOWERS



## The Power of Selling Online

Welcome to "Get Selling," your ultimate guide to mastering sales in the beauty industry. As a hairstylist, your passion for your craft is matched by the potential to unlock new revenue streams through online selling. This guide is designed to empower you with the knowledge and tools needed to succeed in both your salon and online store. We'll explore the art of making seamless transactions, leveraging the power of personalized recommendations, and using your online presence to connect with clients like never before. Get ready to transform your selling approach and take your business to new heights.

**LET'S GET SELLING!**

# YOUR RECOMMENDER TOOL



49%

of consumers said they have purchased a product that they did not initially intend to buy after receiving a personalized recommendation.

## Mastering the Art of Product Recommendations

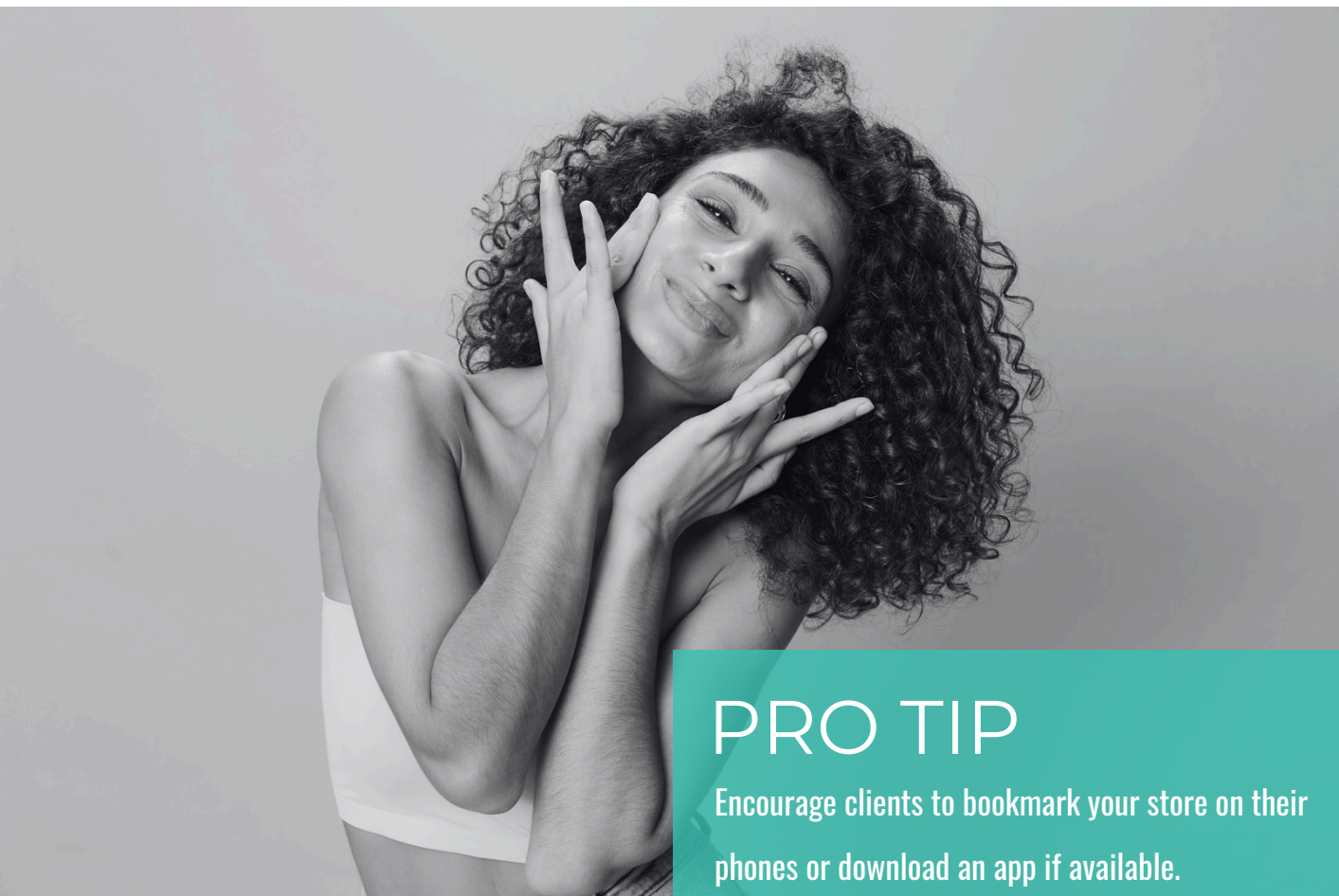
In the world of hairstyling, your expertise goes beyond the chair—it extends into the products you recommend. The ability to offer tailored product suggestions not only positions you as a trusted advisor but also significantly boosts your online sales. Here's how you can master the art of product recommendations to create a personalized shopping experience for your clients.

### KNOW YOUR CLIENTS' NEEDS

**Start with Personalization:** Understand your clients' hair types, concerns, and goals. Whether they're battling dryness, seeking volume, or looking to maintain vibrant color, knowing these details allows you to tailor recommendations that resonate. Use the order history and client notes to track preferences and past purchases.

## LEVERAGE THE RECOMMENDER TOOL

**Streamline the Process:** Your Recommender Tool is your best friend when it comes to suggesting products. This tool allows you to quickly create personalized product carts for your clients, which they can purchase directly from your online store.



### PRO TIP

Encourage clients to bookmark your store on their phones or download an app if available.

## CREATE CURATED COLLECTIONS

**Bundle for Success:** Group complementary products into curated collections for your clients that address their specific hair care needs. For example, a "Winter Hydration" recommendation could include a moisturizing shampoo, conditioner, and a leave-in treatment. Clients love the convenience of buying a complete set tailored to their needs.

### EXAMPLE TEXT MESSAGE:

"Hi Jenny! As the winter months approach, it's the perfect time to focus on keeping your hair hydrated and healthy. ❄️ I've put together a special 'Winter Hydration' bundle just for you, featuring a moisturizing shampoo, conditioner, and a leave-in treatment. This set will help protect your hair from the cold and keep it looking fabulous all season long! You can check it out and order here: [Insert Cart Link]. Let me know if you have any questions or need anything else. Stay warm! ❄️"

## EDUCATE YOUR CLIENTS

**Informative Recommendations:** When suggesting a product, explain why it's the right choice for your client. Share details about how the product works, its benefits, and how it fits into their existing routine.

### PRO TIP

When sharing product recommendations on social media, use a carousel post to showcase the products in action. Start with an image of the products in use, followed by the results, and finish with a close-up of the product details. Don't forget to include a call-to-action on the last image, like "Shop the Collection Now." OR "Request a Personal Recommendation from Yours Truly!"



### EXAMPLE INSTAGRAM POST:

✨ Unlock the Secret to Healthy, Glowing Hair! ✨

Wondering how to keep your hair looking its best this season? Meet your new must-haves: [Product Name 1], [Product Name 2], and [Product Name 3]. These products work together to deeply hydrate, protect, and add shine to your locks.

💧 [Product Name 1]: Start with this moisturizing shampoo that gently cleanses while replenishing essential moisture. 🧖‍♀️ [Product Name 2]: Follow up with our rich conditioner, designed to lock in hydration and leave your hair feeling soft and manageable. 💪 [Product Name 3]: Finish with a leave-in treatment to protect against the winter elements and keep your hair looking vibrant all day long.

Swipe to see how to incorporate these into your routine or click the link in bio to shop now and give your hair the love it deserves! ✨

## FOLLOW UP

**Check In After Purchase:** After your client buys a product you recommended, follow up to see how they're getting along with it. This shows that you care about their satisfaction and opens the door for further recommendations, suggest complementary products, or offer additional tips based on their feedback.

## SEASONAL AND TREND-BASED RECOMMENDATIONS

**Stay Current:** Align your product recommendations with the latest hair care trends or seasonal needs. Whether it's suggesting color protection during the summer or moisture-rich treatments in the winter, timely recommendations can drive sales.



## UTILIZE SOCIAL PROOF

**Showcase Success Stories:** Encourage your clients to leave reviews after they've had a positive experience with a product. Share client testimonials and success stories regularly on your social media profiles. Use carousel posts to include before-and-after images or videos, along with the reviews.

## PRO TIP

Showcase success stories! Real-life success stories can significantly influence purchasing decisions.

## EXAMPLE ✨ CLIENT SUCCESS STORY! ✨

We're thrilled to share a fantastic review from one of our amazing clients! 🎉

*"My hair has never felt better! The moisturizing shampoo and conditioner, combined with the leave-in treatment, that Kristie recommended has transformed my dry hair into soft, shiny locks. Highly recommend!" - Jessica R.*

Your feedback matters! If you've had a great experience with any of my products, please leave a review.

[🔗 \[Link to your online store\]](#)



## PRO TIP:

- Stylists can create a simple referral program where clients receive a discount or free product sample when they refer a friend who makes a purchase.
- **Complimentary Services:** Offer a complimentary add-on service during their next salon visit when clients purchase a certain amount from the online store.

### HOW TO COLLECT SUCCESS STORIES:

**Social Media:** Encourage clients to send their reviews via direct messages on your social media profiles, or ask them to tag your business and leave comments on your posts.

**Email:** Provide an email address where clients can send their reviews and feedback. For example, "We'd love to hear from you! Share your product reviews with us at [reviews@goldenglow.com]."

**Google Reviews:** Encourage clients to leave reviews on your Google Business Profile. Provide a direct link to make it easier for them. For example, "Leave a review on our Google Business Profile [insert link]."

**Feedback Forms:** Create a simple online feedback form using tools like Google Forms or SurveyMonkey and share the link with clients. For example, "We value your feedback! Please fill out our quick review form [insert link]."

**In-Salon Feedback Cards:** Provide feedback cards in your salon for clients to write their reviews. Collect these cards and share the positive feedback on your online platforms.

**Text Messaging:** If you use SMS for client communication, encourage clients to reply with their feedback. For example, "Reply to this message with your review of the products you're using!"

# UNDERSTANDING YOUR CLIENTS



## UNDERSTANDING YOUR CLIENTS AS CONSUMERS!

As a stylist, your deep connections with clients often lead to a focus on providing excellent service rather than promoting retail products. However, your clients are also consumers with unique shopping habits and preferences. By recognizing and understanding these different shopper types, you can tailor your retail approach to meet their needs without feeling like you're being pushy or "salesy."

### The Millennial Mom - Tip: Create Convenience

Offer to build her cart with time-saving, multi-benefit products that cater to her busy lifestyle. Highlight easy reordering options that simplify her routine and make her life easier.

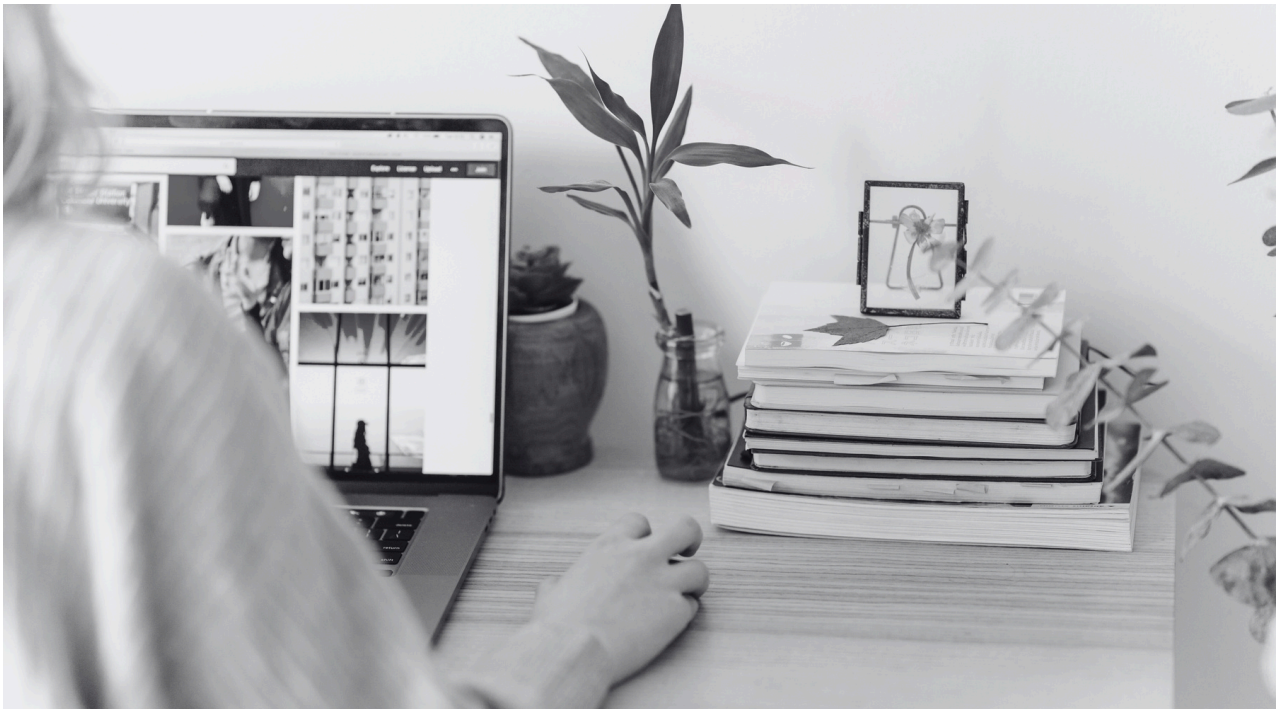
**Shopping Habits:** Likely to research products through social media, mommy blogs, or online forums. Prefers products that can be delivered quickly or on a recurring basis.

### The Ingredient-Conscious Shopper - Tip: Educate and Empower

Direct this client to the product descriptions, ingredient lists, and benefits on your online store. Provide this information when texting or use your social media posts to highlight why these products meet her high standards.

**Shopping Habits:** Prefers shopping online to access detailed product information and niche brands not always available in stores. This persona is driven by a desire for clean, organic, or eco-friendly products. They are willing to pay a premium for quality and transparency.





### **The Remote Worker - Tip: Promote Comfort and Self-Care**

Offer products that enhance the at-home experience, like a deep conditioning mask for a midday break. Create content around the theme of "Work-from-Home Wellness," featuring products that add a touch of luxury to her routine.

**Shopping Habits:** Values the convenience of online shopping and the ability to receive deliveries at home. Seeks products that support a balanced lifestyle, with an interest in self-care, wellness, and items that offer a sense of luxury or comfort.

### **Trend-Driven Shopper - Tip: Leverage New Products**

Engage this group by featuring the latest hair care trends and new product launches on your online store. Regularly update your store's homepage with fresh arrivals to capture their attention and drive impulse buys. Create buzz by posting sneak peeks of new products and sharing quick tutorials or before-and-after transformations.

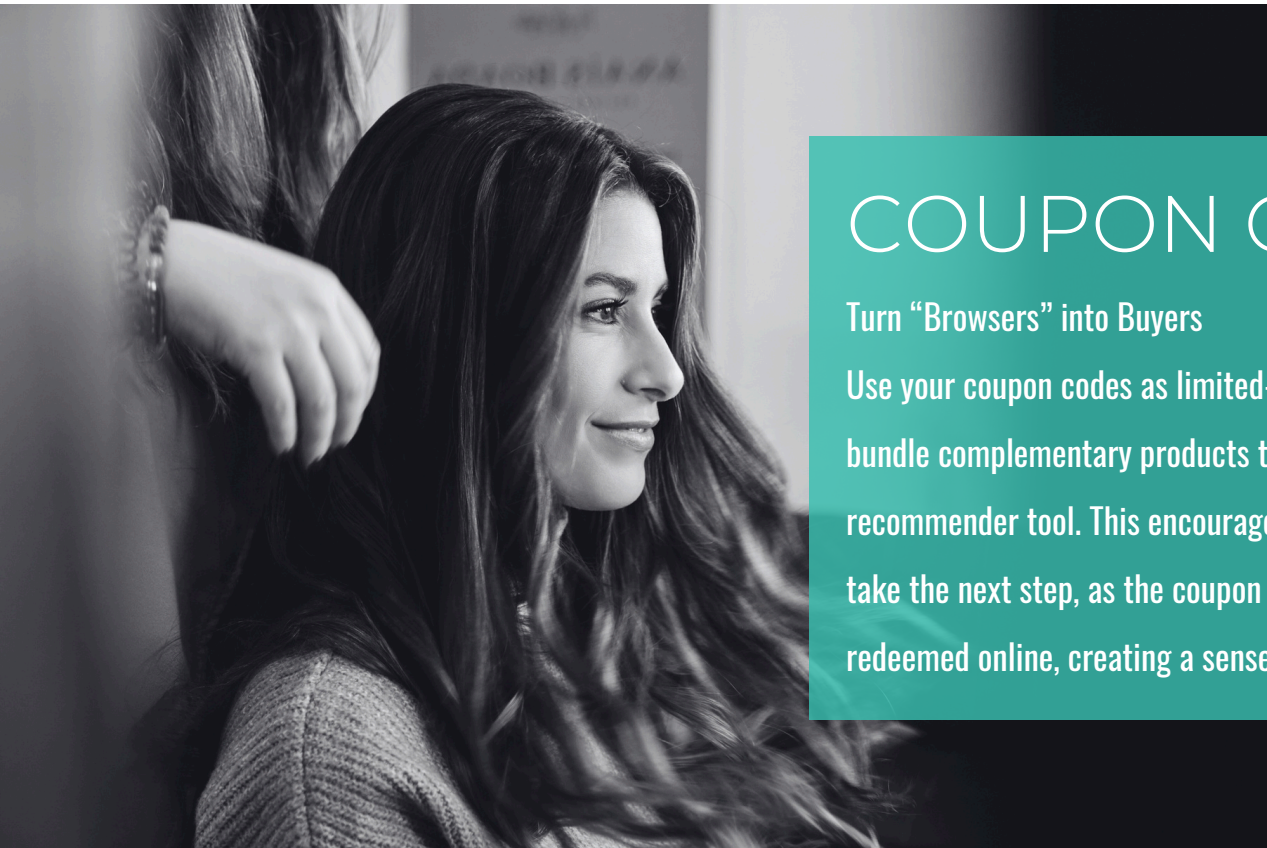
**Shopping Habits:** Comfortable with online shopping and prefers it due to the variety of options and the ability to discover new products through influencers.

### **The Busy Professional - Tip: Highlight Efficiency**

Promote quick and effective products like a multitasking leave-in conditioner or an all-in-one styling cream. Create content that shows how these products can be seamlessly integrated into a hectic morning routine.

**Shopping Habits:** Values efficiency and products that offer high performance with minimal effort. Often drawn to premium or multitasking products. Prefers online shopping due to the ability to order during breaks or after work hours.

# OVERCOMING COMMON SALES CHALLENGES



## COUPON CODES:

### Turn “Browsers” into Buyers

Use your coupon codes as limited-time offers and bundle complementary products through your recommender tool. This encourages browsers to take the next step, as the coupon code can only be redeemed online, creating a sense of urgency.

### Addressing Customer Hesitations and Objections

Understand the common reasons clients hesitate to purchase, such as price concerns, uncertainty about product efficacy, or fear of commitment. Address these by offering personalized recommendations, highlighting value (e.g., cost per use), and providing detailed product information. Use testimonials and real-life examples to reassure clients.

### Handling Slow Sales Periods with Targeted Promotions

During slow sales periods, focus on personalized recommendations, promote seasonal trends, and use social media to share styling tips and tutorials featuring products from your online store. Engage with clients through direct messaging or email to suggest products tailored to their needs, and update your store with fresh, seasonal content to keep it dynamic and appealing.

# PROMOTE YOUR STORE TO DRIVE SALES

To maximize your retail potential, it's essential to integrate your marketing strategies across both digital and in-salon channels. By creating a consistent and engaging presence, you can effectively reach your clients wherever they are—whether they're visiting your salon or browsing online. Additionally, these strategies can help you reach new customers who may be discovering your services and products for the first time, expanding your client base and driving sales growth.



Stylists who consistently promote their online store both in-person and through digital channels can see as much as a **20%** increase in sales compared to those who focus on just one avenue.



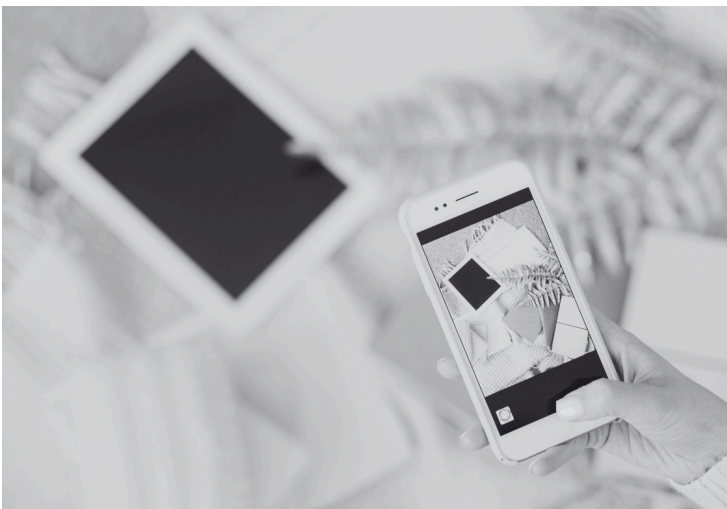
### QR Code and URL Sharing

Make it easy for clients to access your online store by prominently sharing your QR code and URL. Place these in your salon, such as on receipts, brochures, or signage, and encourage clients to scan or click for easy access. This direct approach helps capture their interest and drives traffic to your online store. For more details, refer to our guide [GET THE WORD OUT](#)



### Social Media

Social media is a powerful tool for driving traffic to your online store. Use it to showcase trending products and new arrivals, and make sure to include your QR code and URL for easy access. Share visually appealing content and use relevant hashtags to broaden your reach and attract new clients. This strategy engages your current audience and draws in potential customers. For more tips on leveraging social media to boost your sales, check out our [Social Media Tips](#) section on your Resource Center.



### Templates:

Utilize customizable templates for in-salon displays, social media posts, and promotional materials to maintain a cohesive look and message. Templates ensure that your marketing materials are visually appealing and on-brand, making it easier to keep your promotions consistent and professional. You can find these [here](#).

# SUPPORT

Thank you for choosing Cosmo Prof Direct! We're excited to support you as you elevate your online retail presence and enhance your clients' shopping experiences.



**FOR ANY QUESTIONS OR SUPPORT, YOU AND YOUR CLIENTS HAVE SEVERAL RESOURCES:**

## **Stylists:**

- Email: Reach us at [support@salonhq.co](mailto:support@salonhq.co)
- Chatbot: Available on your Stylist Homepage for quick help
- Resource Center: Access helpful articles and guides [here](#)

## **Clients:**

- Email: Contact us at [support@salonhq.co](mailto:support@salonhq.co)
- Chatbot: Use the chatbot for immediate assistance on your online store
- Help Center: Find answers and guidance [here](#)

We're here to ensure your success and make your experience as smooth and rewarding as possible. If you need further assistance, don't hesitate to reach out through any of these channels.