SALES AND MARKETING 2020

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Special Days & Holidays:

April Fools 1 - Tax Day 15 - Good Friday 10 - Easter Sunday 12 -Earth Day 22 - Hairstylist Appreciation Day 25 - Administrative Professional's Day 22- Arbor Day 24

Register for the SSPA spring event Artistry Live—May 31 at the Crown Plaza Minneapolis.

Promotion:

Organize an in salon event or promotion in honor of salon Stylists.

Upcoming:

Mothers day is next month. Think of 3 ways your clients and your team can show Mom how great she is.

Remember now is the time to prepare for weddings and proms.

Action:

- Check how you are doing on your goals for 2020.
- May 3-9 is National Small Business Week, start thinking about how you can attract new clients.
- Continue promoting Easter and wedding specials.
- Start promoting summer specials such as body scrubs, sun protection and fat blasting services.
- Don't forget to look into festivals in the area and see what festival inspired services you can provide.
- 56% of females ages 18-24 seek natural beauty products.
- How does your client loyalty program look? Set aside time this month to re-evaluate your reward programs.
- SSPA offers the "Full 8" which provides you with 4 hours of CORE and 4 hours of Professional Practice all-in-one day.



Special Days & Holidays:

May Day 1 - 5 National Small Business Week 3-9 - Cinco De Mayo & National Teachers Day 5 - National Receptionist Day 13 - Mothers Day 10 - Memorial Day 25

Still time to register for SSPA's spring event Artistry Live— May 31 at the Crowne Plaza Minneapolis.

Promotion:

Wedding season is here, enjoy this special time of year.

Those Mother's Day specials should be flying off the shelf this month. This is the best time of year to promote gift card purchases to husbands and sons.

Don't forget the dad's! Father's Day is next month. Brainstorm ideas that focus on dad's special day.

Action:



Now is the time to schedule your fall education calendar.

Implement changes or updates you decided on last month to your client loyalty program.

Start your Dads and Grads promotion at the end of May. (such as BOGO)

Tollege students are home for the summer. Start promoting summer discounts packages just for them.

Focus on rebooking your clients this month to fill your book during the slower summer months.

Check your inventory and make sure you have clarifying shampoo, spray tanning supplies and SPF moisturizers.

TStay on top of the time-of requests so you are properly staffed.

Sign up for a CORE: Health, Safety, Infection Control and Laws and Rules class today at sspatoday.com.



Special Days & Holidays

National Nail Polish Day 1 -National Donut Day 5 -Father's Day 21 - National Splurge Day 18 - National Selfie Day 21 -



Do mid-year performance review of the business and re-evaluate your 2020 goals.



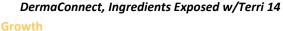
Make sure you are actively initiating growth strategies such as upselling, cross-selling, rebooking and selling packages.



Use your software to check for clients who have not come in within the last 60 days and send them an email reminding them to come visit. Include a small discount to help incentivize them.



The men's grooming market is projected to hit \$78.6 billion by 2023. Think of ways you can grab a piece of that market.







Focus on providing an amazing client experience at the chair to increase retention.



Continue marketing for Dads and Grads.