importance of pre-booking

The best way to predict your future is to plan it. Pre-booking can increase earnings up to 20%. Follow these simple business strategies and watch your clients come back.

What Is Pre-Booking?
Pre-booking is the act of reserving a client's future appointment before they leave the salon. Pre-booking your clients can have long term positive effects on your business by impacting client retention and future service sales.

Salon professionals who understand the impact of pre-booking realize that it is not just a courtesy, but more important, a business building strategy. Educate your clients in the pre-booking process and encourage setting aside time for themselves as well as their children, job, spouse, exercise and errands.

Client retention is equally important to both salon owners and stylists, considering that it is less expensive to retain a client than to attract a new one. So if you are going to invest time, money and effort in attracting new clients, follow through with excellent customer service that will pay off in client retention.

PRE-BOOKING BENEFITS

BENEFITS TO THE PROFESSIONAL

- Increase income by 10%-20%
- Prevent "down time"
- Promote request clients
- Help to customize day
- Develop relationships

BENEFITS TO THE CLIENT

- Schedule at their convenience
- Arrange for proper child care
- Look and feel great long term
- Budget for their needs
- Plan around business and social events
Tips & Guidelines:

Today more than ever, the client who does not show up or the client who is consistently late causes a serious challenge to our business. These challenges bring new systems into play so that we can run the salon in a professional manner. Here are some suggestions:

The "Confirmation Call"- All salon clients are called and their appointment confirmed 24 to 48 hours prior to their visit in the salon.

A "Cancellation Policy" that is prominently displayed informs clients of a "missed appointment" fee, and more importantly deters clients who habitually "no-show".

Schedule Properly. The average appointment has gone from 30 minutes to 45 minutes. This allows for proper communication and relationship building. It also allows time to perform a complete service, which also includes our Redken Retail System and pre-booking their next service.

The Modern Client

Today with the styling tools available to clients, they are able to reproduce the looks we give them with more success. The average salon client went from 50 visits a year to 6 or 8, and they adopted a "wait and see" mentality. More often than not, our clients would leave saying "I'll call and schedule something."

Today, demands on your client's time are evident in the blackberries and planners they live by. You can't afford to just say goodbye to your client. Always have a plan that ensures success for both you and your client.

Pre-booking provides a simple system to follow that will have long-term positive effects on your client retention, service and retail sales and future business building strategies. Salon professionals are responsible for helping clients select and maintain an image, and for educating clients on how to be great clients.

Pre-booking will allow you to be a leader, and lead your clients into a modern world!

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