

Insights from the field

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Hunting new accounts for growth

Many salon industry
companies are
re-engineering their
new client acquisition
strategies...

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Many salon industry companies are re-engineering their new client acquisition strategies as a way to fuel their growth.

With regular trading still tight and the average monthly salon product spend reducing, the new business pipeline is now attracting more regular senior management attention as an avenue for new sales.

Chasing this growth, one of my clients recently asked me to do some on-the-road observation of an experienced Account Manager.

So what was the problem?

COLD CALL APPROACH

Her approach had been to load up with literature, endeavour to get past the salon gate keeper and hopefully get to speak to the owner. At worst, she was happy to deliver a beautifully prepared new client folder.

Sadly in her mind, having the new client folder delivered and accepted was the mark of a successful cold call.

After my cold call workshop her pre-planned activity increased from averaging less than 10 cold calls per

month to achieving 108 cold calls over the last 3-months.

However, only three actual new accounts had resulted in that time. With 108 cold calls in the pipeline a more reasonable expectation would be a result of 10 new accounts.

Again, so what was the problem?

PIPELINE CHALLENGES

There are three sections of the pipeline and each requires a different sales behaviour for a potential client to successfully travel from target to prospect to client.

“With 108 cold calls in the pipeline a more reasonable expectation would be a result of 10 new accounts.”

Problems littered her approach: walking through a door expecting to secure a sales conversation, being satisfied to just deliver an information pack and finally, what happened with the follow up call? When greeted with a “No” to asking if the owner had read her info pack, she didn’t know where to go!

EMPTY HAND SOLUTION

Her salon selection was good so we agreed to maintain that strategy but I



recommended she go in empty handed.

The goal for that initial call was information gathering. It was important to discover if the salon was a good fit for her brand.

Today’s business relationships are all about *quality not quantity*.

LANGUAGE MOVED TO TRUST

Then we adjusted her language. Her current language was ...

- Would you be interested...?
- Our product is better ...
- We can increase your...
- We can decrease your...
- It’s a limited offer...
- I’m just following up...

This was replaced with language that conveys trust:

- : Would you be open to...
- : Where do you think we should go from here?

And when recontacting prospects the words “follow up” were deleted and replaced with “feedback.”

A COURTESY LOST

While these changes may seem subtle, they convey and establish trust early in the relationship.

“... my cold calls are now totally different, they want to engage me. I have experienced a shift to where they want to know more, they ask me questions, and they have more interest in my brand. I’ve even had a client ask me for an appointment...”

FREE Cold Calling Strategy Review

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- Increase your team’s cold calls
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Contact

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“Neil’s approach has totally changed my success with cold calling”

Vanessa B. NSW

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