

# WINNING IN SPRAY TANNING

## LESSONS FROM HIGH GROWTH SALONS

**MAXIMIZE  
YOUR STAFF**

SIMPLIFY TRAINING, IMPROVE SELLING

ALSO AVAILABLE  
[WWW.MYSTICTAN.COM/GROWSPRAY](http://WWW.MYSTICTAN.COM/GROWSPRAY)  
[WWW.VERSASPA.COM/GROWSPRAY](http://WWW.VERSASPA.COM/GROWSPRAY)

sunlessinc

## MAXIMIZE YOUR STAFF

### Staffers Can Make Spray Tanning Cool and Desirable



- **Develop a motivated, persuasive staff to be enthusiastic and convincing advocates of spray tanning**
- **Allow 1 free spray tan per week for staffers (any, and all options)**
- **Promote demonstrations – seeing is believing:**
  - Spray Tan Uniform: At least one staffer per shift should wear a fresh spray tan
  - Play spray tan demo video inside salon, on salon website and include in emails
  - Get staffers involved in marketing! Post customer testimonials and pictures on salon web site and social media
  - Create spray focused contests to keep staffers excited and engaged

### Easy Ways For Staff to Sell a Spray Tan

- **A simplified price and menu makes staff training and selling to customers easier**
- **It is their job to sell spray tans - and you need to make sure they are trained. Here's a few ideas to start the sales pitch/education:**
  - Live testimonial: Look at me (or another staffer), I spray tanned yesterday
  - Here's what I love about spray tanning ...
  - Let me tell you what spray tanners love about it ...
  - UV tanning is my fave, however, our spray tan customers look amazing ...
  - Only takes 4 minutes to get a gorgeous tan ...
- **Use Sunless, Inc. training resources**
  - Have staffers watch and study the product training videos available from Sunless, Inc.
- **Solve training and turnover issues**
  - It's a fact that turnover is high in every retail business
  - The hiring, training and re-training process takes the salon owner/manager away from other important activities like advertising/marketing
  - Think how much time you will save in training and how much more effective your staff selling will be with a simplified price and menu option

**MAKE SPRAY  
COOL,  
DESIRABLE**

**Know your competition: Women have many options for ‘beauty treatments/services’ - you need to offer her a better ‘overall’ deal than she is getting from other businesses**

Beauty Service	Price Range	How long does the ‘benefit’ last
Spray Tan (single session w additive)	\$30 - \$65	5 - 7 days
Manicure	\$20 - \$40	1 - 2 weeks
Pedicure	\$30 - \$55	3 weeks
Wax	\$40 - \$60	4 weeks
Eye Brow	\$12 - \$20	2+ weeks
Hair Cut	\$40 - \$75	1 - 4 months
Hair Color	\$60 - \$80	2 - 6 months
Hair-Highlight	\$80 - \$140	2 - 4 months
Hair Blow Dry	\$30 - \$40	1 day
Facial	\$65+	1 day - 1 week
Massage	\$65 - \$100	1 day
Eye Lash	\$150 - \$250	3+ weeks
Teeth Whitening	\$30+ (store kit)	6 months

**How Do Consumers Feel about Menu/Service Options?**

- **Hard to understand:** Too many options with too many different prices, and lots of up-charges