

WINNING IN SPRAY TANNING

LESSONS FROM HIGH GROWTH SALONS

WIN WITH DATA

FOCUS ON MOST IMPORTANT STATS

ALSO AVAILABLE
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WIN WITH DATA

Look at The Numbers

Your POS data offers a goldmine of new and valuable insights about your business and your Sunless, Inc. representative can be a powerful ally to analyze that information for you and serve as your partner for growth.

PRIORITIZE # OF SPRAY TANS PER DAY OVER DOLLARS PER SPRAY SESSION.

You Need To Know:

- **The number of spray tans performed per day** – an important and often overlooked statistic.
 - Session growth is the best indicator of long term success
 - # of sessions need to be increasing consistently to have steady growth
 - Session growth indicates customer satisfaction
- **Current average selling price per spray tan**
 - It has been observed that salon owners often over-estimate the Average Selling Price (ASP) per spray session.
 - When POS data is analyzed, it reveals that after all the ‘extras’ (additives), deals, EFT, promotions and free tan sessions are factored in, the ASP per spray tan is often much lower than salon owners think, between \$9 and \$18.
- **Determine number of spray sessions paid at EFT price and single session price, which has a significant impact on the average selling price per spray tan**
- **Repeat visits to spray tan is a critical indicator of customer satisfaction**
 - Most salons are disappointed with repeat % (customers who come back)
 - If repeat is below 30%, there’s a problem with tan quality, price or salon experience
- **Are you better than “average”? - do you want to be?**
 - In the USA, the average number of automated spray tan sessions performed per booth, per day is **7.7** across all booth models

Set a Big Goal & Beat the Average

- **The spray tan opportunity is HUGE:**
 - Maybe 3% of women spray tan annually, but millions are interested and willing.
 - Salon owners advise that it is very hard to grow spray business by getting more from current EFT members.
 - You need to get lots of new customers in the door to grow sessions, ASP, and dollars.
- **How much would your business grow** if every customer who spray tanned once last year came twice in the current year? Huge gain, right?
- **Decide to increase the number of spray tan sessions by 25+%** over the next 6 months. Make the goal clear to your staff and hold the team and yourself accountable to reach that goal.
- **How to make it happen?**
 - Evaluate and implement the action steps winning salons are using to drive growth



WE CAN HELP

If you don't know how many spray tans you average per day, your Sunless, Inc. representative can help you figure that out. Creating an actionable and viable plan depends on knowing that number.

MARKET RESEARCH FINDINGS:

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