



HOW NOT TO BUILD OUT A TANNING SALON (AS WRITTEN FOR ----- MAGAZINE)

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HAVING BEEN KNEE DEEP IN THE BUILD-OUT OF WELL OVER 1000 TANNING SALONS - WITH SOME OF THIS NATION'S MOST PROGRESSIVE SALON OWNERS - MY TEAM AND I HAVE A PRETTY GOOD GRASP OF WHAT IT TAKES TO BUILD OUT A GREAT TANNING SALON.

IT WASN'T ALWAYS THAT WAY. LIKE ANY NEW ENDEAVOR, WE CERTAINLY TOOK OUR LUMPS EARLY ON, WITH UNFORESEEN PROBLEMS, GROWING PAINS, ETC., BUT FOR THE MOST PART, WE NOW UNDERSTAND THE BUILD-OUT PROCESS - AS WELL AS ANYONE IN THE NORTH AMERICA.

AS I REFLECT UPON THE KNOWLEDGE THAT WE HAVE GAINED, I AM OFTEN STRUCK BY THE METHOD IN WHICH MANY SALON OWNERS PLAN THEIR SALONS.

ESSENTIALLY IT GOES SOMETHING LIKE THIS...

"LET'S SEE... WE'LL ALLOT..."

- \$10 - 25K TO INCREASE THE AC TONNAGE
- \$10- 25K (OR MORE) TO UPGRADE THE ELECTRICAL SERVICE
- \$2 - 15K FOR THE FLOOR (ANYTHING FROM FAIR TO GRAND)
- \$100K - 150K - 200K FOR TANNING BEDS
- \$15K FOR TANNING ROOMS
- AND... OH YEAH... \$1,200 (LEFT OVER) FOR THE LOBBY...

A LOBBY...

...WHICH EVERY CUSTOMER THAT I EVER HAVE - WILL SEE AS SOON AS THEY COME INTO MY SALON...

...WHICH IS THE **FIRST IMPRESSION** THAT I WILL MAKE UPON EVERY

CUSTOMER WHO EVER WALKS IN MY DOOR...

...WHICH IS THE IMPRESSION THAT WILL - FIRST AND FOREMOST - ESTABLISH WHAT MY SALON MEANS TO MY CUSTOMER...

...AND WILL SET THE TONE FOR WHAT I CHARGE EVERY ONE OF MY CUSTOMERS FOR MY PRODUCTS & SERVICES...

THINK ABOUT THAT FOR A MOMENT...

SOUND LIKE ANYONE *YOU* KNOW...?

BEAR IN MIND, THAT THERE ARE SOME AMAZING BEDLINES OUT THERE... HOWEVER, IF YOU HAVE TO TRAVEL DOWN A NICKEL-AND-DIME (& ALL TOO OFTEN) MEDIOCRE HALLWAY, TO GET TO A GREAT BED... IN A BAD ROOM...

THEN QUITE FRANKLY, YOU'VE WASTED A GREAT DEAL OF YOUR BED INVESTMENT.

YOU'VE GREETED YOUR CUSTOMER WITH A MEDIOCRE FACILITY...

SENT THEM DOWN A MEDIOCRE HALLWAY...

TO A MEDIOCRE ROOM...

THAT JUST SO HAPPENS TO HAVE A GREAT BED...

A GREAT BED THAT IS NOW DISPLAYED IN A VERY MEDIOCRE ENVIRONMENT, THAT CAUSES IT TO LOOSE A GREAT DEAL OF THE "POP" OR "WOW" FACTOR THAT YOU PAID GOOD

MONEY FOR...

LET'S LOOK AT THIS ANOTHER WAY...

LET'S GO BACK TO...

"MAKING A GOOD IMPRESSION 101".

WHAT ARE THE RULES OF THUMB FOR MAKING A GOOD IMPRESSION AGAIN...?

- PUT YOUR BEST FOOT FORWARD...?
- YOU ONLY HAVE **ONE** CHANCE TO MAKE A GOOD *FIRST* IMPRESSION...?

WHEN YOUR CUSTOMER WALKS THROUGH THE DOOR FOR THE FIRST TIME, YOUR SALON SHOULD LITERALLY BE IN ITS "BEST INTERVIEW SUIT"...

YOUR LOBBY IS YOUR SUIT.

YOUR ROOMS ARE YOUR TIE.

YOUR BEDS ARE YOUR SHIRT.

EVERYONE WHO MEETS YOU (EVERYONE WHO COMES IN...) SEES YOUR SUIT...

THEN... THEY SEE YOUR TIE (YOUR ROOMS)

...AND AS THEY DIG A LITTLE DEEPER...

THEY SEE YOUR SHIRT (YOUR BEDS)

EVERYONE WILL NOTICE YOUR SUIT (FINE OR OTHERWISE)

ALMOST EVERYONE WILL SEE YOUR TIE...

... AND THOSE WHO GET TO KNOW YOU BETTER... (THOSE *WHO COME BACK*...)

WILL SEE THE FINE SHIRT (TANNING BED) THAT YOU HAVE... ONCE YOU HAVE OPENED YOUR SUIT COAT TO THEM. THAT IS... WHEN YOUR CUSTOMER WALKS DOWN THAT HALL TO YOUR TANNING ROOM

IF YOU ARE PLANNING A SALON WITH THE LOBBY LAST... WITH ONLY A SMALL PORTION OF YOUR BUDGET TO SPEND ON IT, THEN YOU MIGHT WANT TO TURN YOUR PLANNING HAT *COMPLETELY* AROUND...

IF YOU ARE BUILDING A TANNING SALON, YOU NEED TO HAVE A QUALITY BED LINE, BUT YOU ALSO NEED TO REALIZE THAT EVERY SINGLE ONE (THAT'S 100%) OF YOUR CUSTOMERS WILL SEE YOUR LOBBY AND YOUR ROOMS STRAIGHT AWAY...

THAT'S WHAT'S KNOWN IN THE HOSPITALITY INDUSTRY AS...

SENSE-OF-ARRIVAL

EVERY PATRON WANTS TO SEE SOMETHING SPECIAL WHEN THEY WALK IN THE DOOR. THEY WANT THAT ALL IMPORTANT "*SENSE OF ARRIVAL*".

THINK ABOUT THAT FOR A MOMENT... WHEN YOU PULL UP TO A HOTEL... WHEN YOU WALK IN THE DOOR... THE HOTEL WANTS YOU TO HAVE A...GREAT *SENSE OF ARRIVAL*. THEIR ROOMS MAY LOOK JUST LIKE THE ROOMS AT EVERY OTHER HOTEL, BUT THEIR LOBBY SURE SPARKLES DOESN'T IT...?

HOTELS KNOW THIS... BECAUSE THEY ARE IN **THE "HOSPITALITY BUSINESS"**. RESTAURANTS KNOW THIS... BECAUSE THEY ARE IN THE "HOSPITALITY BUSINESS". YOU ARE IN THE HOSPITALITY BUSINESS – AND *YOU* SHOULD KNOW THIS.

TAKE YOUR TIME. THINK THINGS THROUGH. SEEK THE ASSISTANCE AND INVOLVEMENT OF THOSE WHO UNDERSTAND THIS PROCESS, AND UNDERSTAND IT WELL. BUILD YOUR SALON THE RIGHT WAY.

BUILDING OUT A SALON IN A RASH OR "BACKWARD" MANNER IS NOT THE WAY TO GO. DON'T BE ONE OF THE MULTITUDE OF SALON OWNERS WHO RUSH TO OPEN, BUT ARE "FOREVER WRONG" IN THEIR BUILD-OUT.

YOU WOULD BE WELL SERVED TO REMEMBER THE PHRASE...

"YOU ARE DOA WITHOUT SOA".

A SAYING THAT WILL GO A LONG WAY IN SETTING YOUR SALON APART FROM YOUR COMPETITION.

HERE'S TO PUTTING YOUR BEST FOOT FORWARD, AND ATTRACTING THE BEST CLIENTELE POSSIBLE...

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