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Title: Management of an Aesthetics center – Beauty salon

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INTRODUCTION:

When welcoming a client to our Aesthetics center or Beauty salon the first and most important aim is to follow all the guidelines suggested by the management so as to insure that after our service, the client will come back again the soonest.

The ideal management in an Aesthetics treatment center, must combine a very well structured marketing strategy (in house brochures, social media, newsletters by email, press, etc), a detailed business plan of annual turnover, an excellent training and client service from all staff members and last but not least a very well preserved space regardless the size of the center.

AIM:

The most effective management must combine all the factors provided so as to have a standard clientele, which gradually will steadily rise upon clients who refer new clients and marketing procedures including advertising. This combination requires excellency in every part of the Aesthetics center. All spaces at all times should be in a perfect state. Clean entrance, mirrors, floors, waiting area, restrooms, changing rooms, treatment areas etc. Ideally the following steps could be applied:

1. The service starts with the confirmation of the clients' appointment one day before, by a telephone call or an email or a sms text and if possible including a link to google maps with the location of our center. We should remind the client to come 15-20 minutes in advance.
2. The day of the clients' appointment. If the salon is luxurious there must be a person opening the door welcoming the client, showing where the reception is. If our salon is simpler a sign at the door should point out where the reception is.
3. The staff who welcomes the clients has to be dressed and styled the same way. The same rule should be applied to therapists as well.
4. We always refer to our client with their last name.
5. We remind the kind of treatment that the client has booked and the time.
6. We ask our client to sit in the waiting area so as to fill in an Information leaflet – Consent form regarding his/hers preferences for the treatment, a short medical history regarding allergies, or medical conditions that the therapist should know. There should be a paragraph that the client consents to the treatment and a reference to GDPR rules on behalf of the center. It would be nice to offer some cold water scented with slices of lemon and mint or some tea.
7. During this time, 5-8 minutes the receptionist requests the appointed therapist to come and guide the client to the changing rooms.
8. While the client is changing the therapist should read the consent form in advance of the treatment so as to know if there is any contradiction due to the medical history, or special request.
9. The therapist guides the client to the area-cabin explaining shortly the steps and the duration of the treatment.
10. Usually calming music with the combination of scented candles are suggested for the utmost relaxation of the client.
11. When the treatment is over we always say thank you to the client. At this time we could suggest another treatment, ideal for the face or body for the next time so as to give the incentive to the client to book the next appointment the soonest. We could also offer a discount for the next appointment or a special offer.

12. We guide again the client to the changing rooms and after to the reception for the payment. If the salon has a selection of cosmetics for sale, we could point out which would be ideal for the specific client.
13. Before the clients leave the receptionist try kindly to book their next appointment.

MATERIALS AND METHODS:

Globally there are treatments that almost every client requests, like deep face skin cleansing, moisturizing, epilation, anti-wrinkles' therapy, relaxing massage etc.

But in every season regardless of the standard treatments, the needs of our clients may differ, for example before winter holidays, treatments that offer skin glow are more requested. On the other hand before summer holidays slimming treatments are more appealing. So the manager has to be prepared to offer both the standard treatments and the seasonal treatments. The seasonal treatments could be known to the client by the staff during a visit, or by an email newsletter in advance of a visit, which is very effective.

Also we have to take into consideration the fast growth of the science in the beauty industry and the introduction of new materials and innovative ingredients. So if we want to be successful we have to keep up updating and improving the treatments that we provide in every season. As a conclusion the business and marketing plan have to design the course of the new treatments provided at least 6 months before. This is important for the training of the staff, the preparation of the advertising especially in social media and news letters email campaigns.

RESULTS:

The management has to set guidelines for every work position and check if the guidelines are followed. We have to think what the client expects from us and being able to offer it before its even asked. This requires observation, research and frequent staff trainings. Science is evolving and we are obliged to follow. As a result our turnover goals will be reached every year.

CONCLUSIONS:

Cosmetology and Aesthetics are performed from ancient times, to today and will be to the future. There will always be a request for youth and well being from consumers. So if we want to be at the top we have to follow the needs, the fast growth of the field and always be up to date. This will make us differ from our competitors.

KEYWORDS:

Aesthetics Management, Aesthetics marketing, professionals in the beauty industry.

BIOGRAPHY:

Kokkori Eleftheria initially studied cosmetology and aesthetics. During her career of 22 years she has been trained to innovative methods in holistic beauty, lasers and devices operation, spa and thalassotherapy procedures in Greece, France and Italy. She has studied a lot regarding Aesthetic medicine and due to her knowledge and working experience has the ability to create and organize any kind of establishment regarding beauty. She has successfully organized training sessions with beauty professionals including medical aesthetics workshops for doctors. Her passion for self-improvement has led her to study marketing and advertising. Her desire is to study and continuously learn the revolutionary expansion of the beauty field and to be given the chance to pass on her knowledge to the younger generation of beauty professionals.