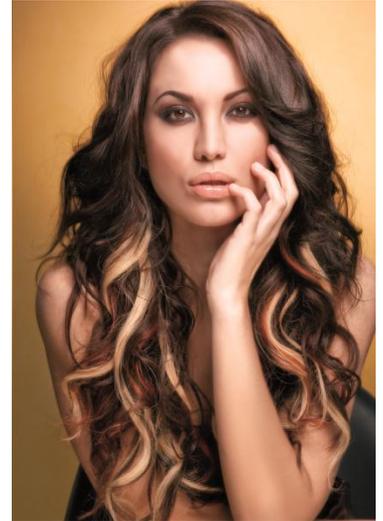


Steps to Success

STEP 1

Wear extensions

Clients come to you because they believe you are an authority in extensions. There is an expectation on you, the stylist, to look your best. Show off extensions. Great conversation starter - pop of color, length, volume. If you wear it, they will notice.



STEP 2

Display your certificate

Clients take comfort in seeing tangible evidence of your training and knowledge. Get your certificate out of the drawer and frame it. You are a professional with specific training.



STEP 3

Think small – not big

Offer 10 to 30 strands for high-lights and/or low-lights. Extensions create more volume, give a pop of color, give a break between color services. Small steps are less intimidating. Gradually work up to a full head of application. Just enough to make a statement. Ask us about Color Rage.



STEP 4

Keep up with technology

Updated fusion machine. Trade-in older machines for new technology. Use iPad to show before and after images on slide show. Use smartphone to send texts, promos.



Show your work



Flat Ice
Cold fusion



FireX
Warm fusion

STEP 5

Host Events

Plan events: Demos, Holiday events, Fund Raisers, Customer Appreciation. Social activities promote good will, bring in new customers, opportunity to increase sales.



STEP 6

Keep Stock

Plan ahead. Have your customers' hair in stock. They will be back. Have on hand **fantasy colors** for a pop of color.



STEP 7

Marketing

Keep your website up to date. Use SOCAPUSA model images. Facebook, Twitter and Instagram for before and afters and to promote salon specials.



STEP 8

The Salon

Decorate salon: posters of SHE models, clings and decals for door, window, mirror. Display bangs, ponytails, extensions. Ask us about our new Displayers. Keep our color ring on table.



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*No Demand for
Extensions?*

Follow these steps for success



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