

# Tanning Salon Owners: Build Your Own Revenue & Profit Blueprint - Part 1 of 6

In this series, you'll learn more about identifying and utilizing opportunities for profit growth in your tanning salon than any seminar or training course may have taught you.

Why? Because I'm going to use specific tanning salon examples that will show you exactly how you can boost your revenues and your profits.

## Part 1 &ndash; Increase Revenue & Profits with Existing Customers

As a business owner, you should be constantly identifying opportunities for revenue and profit growth. Once you've done that, you have to target and utilize those profit opportunities that provide the most growth for the least amount of money.

What's a great example of that principle in practice? Upselling your existing customers.

Let's look at it this way &ndash; from a revenue standpoint, your customers fall into two categories:

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Existing customers

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New customers

Your existing customer base is already coming into your tanning salon and gladly spending money on your tanning beds. And because you don't have to spend a lot of money to keep them coming through the door, they represent that golden opportunity to make the most amount of growth for the least amount of money.

## Identifying Opportunities Within Your Existing Customer Base

To funnel down and identify those key revenue opportunities, you have to look at each customer and ask yourself:

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What is my average per person sale to this customer?

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Is this customer buying lotions?

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Is this customer buying upgrade sessions in the tanning beds?

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Is this customer really utilizing all of the tanning related services that I provide?

Once you understand where your customers are, you can begin to focus on maxing out their revenue potential. Obviously, if you have customers who are already using the top level tanning bed every time they come in and maxing out on lotion purchases, you're not going to take them further. They're already buying at the top.

But, if you have customers who are at the low end then you know that's where you need to be focusing your efforts.

The Bottom Line

Those low-end customers aren't using all of the tanning services that you provide and you need to make a concentrated effort to get them to use more lotions, upgrade to your higher-end tanning beds and start spending.

Read Part 2