

Build Your Own Revenue & Profit Blueprint - Part 2 of 6

Part 2 - Connecting the Dots and Translating Information Into Sales

Once you've differentiated your existing tanning customers into a) maxed out buyers and b) customers who could be buying more, you need to sit down again and ask yourself:

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Why are these particular customers buying more?

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Why are these particular customers buying less?

Often, the answers to those questions will transfer right back to your tan salon staff. If you take a look at your analytics and you see a particular block of customers that are really maxing out (in other words, they're buying lotions and trying new tanning beds), then check if that trend is tied to any one of your sales people.

Basically, you want to connect the dots.

The reverse is true as well - if you find that a certain set of customers, who are consistently at the lowest level of lotion purchasing and the most basic tanning bed package, are tied to a particular sales rep then maybe it's not the customer or the salon, it's your sales person.

The Bottom Line

Your existing tanning bed customers are the foundation of your revenue blueprint. They're where you're going to build the most profit growth for the least amount of money. In order to really see that growth though, you have to pinpoint the customers who aren't maxing out on their sales, find out why and solve the problem. Often, it comes down to the sales person.

Read Part 3