

Build Your Own Revenue & Profit Blueprint - Part 4 of 6

If new customers are the building blocks of your successful tanning salon, then your business software package is your most important set of tools and this brings us to part 4 of our Building Your Own Revenue and Profit Blueprint: Part 4 - Why Tanning Salon Software is Critical to Your Success Most tanning salon owners don't utilize their software to its full potential. They're not even aware that they can analyze their business right down to the lowest level and as a result, they don't profit from the benefits of business analytics. As a tanning salon owner, you may look at the big picture and say "gee, my per customer averages on lotion sales aren't as good as I'd like them to be." Then, you might bring it up at the next staff meeting and start hammering tanning package upgrades into your sales people. However, the truth is maybe 3 of your 5 sales people are already performing at their peak capacity and it's the other 2 you should be focusing on. Using your software to really funnel down and analyze that data on a shift-by-shift or hour-by-hour basis is how you can do that.

Identifying and Utilizing Good Software Ideally, any software you're using should allow you to dive down into the details and sort and filter your sales data. You want to be able to sit down, look at your data and know:

- What are my greatest opportunities?
- Who are my best performers?
- What's the busiest time to have my best performers working on the sales floor? Why do you need to know? Because you want to have your best salesperson behind the counter during your peak tanning times. That's what's going to give him (or her) the best opportunity to sell those tanning bed upgrades, lotions or additional services. The reverse is also true, if you have a weaker salesperson you can identify your slower periods and fit them in there. If you haven't found software that works for your salon, you might want to check out Helios, our full featured tanning salon management software . The Bottom Line Think about it this way, you want your high-capacity seller talking to the most customers possible. The best way to do that is to funnel through the data, pull out the stats and make it happen.