

# Comprehensive Salon Retail Strategy Checklist

In [Episode 68](#) of Marketing 100 on [The Salon Business Show](#), Kayle broke down his four proven pillars for boosting salon retail without pushy sales tactics.

This checklist helps you implement those pillars systematically in your salon. Rather than guessing where your retail strategy needs improvement, use this comprehensive guide to assess your current approach across education, commission structure, client-centered recommendations, and team selling. You'll identify exactly where to focus your efforts for maximum impact on your bottom line.

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## Pillar 1: Education (Stop Assuming, Start Educating)

- ☐ **Scheduled Training:** Are regular product knowledge and retail conversation training sessions scheduled (at least quarterly, ideally more often)?
- ☐ **Brand Partnerships:** Do you actively partner with your brand representatives to provide high-quality education for your team?
- ☐ **Comprehensive Knowledge:** Does training cover product ingredients, specific benefits, ideal client/hair type, contraindications, and application techniques?
- ☐ **Knowledge Assessment:** Do you have a method (like quizzes or observation) to periodically assess your team's product knowledge?
- ☐ **Consultative Skills:** Does training include *how* to have natural, non-pushy retail conversations based on client needs (not just product features)?
- ☐ **Learning Resources:** Are resources (like product guides, flashcards, online modules) readily available for continuous team learning?

## Pillar 2: Incentives (Make the Commission Structure Make Sense)

- ☐ **Motivation Check:** Does your current commission structure genuinely motivate stylists to recommend and sell retail, or does it heavily favor service time only?
  - ☐ **Fairness Review:** Is the commission structure perceived as fair by both the stylists and the business? Have you reviewed it within the last year?
  - ☐ **Profitability Alignment:** Do the retail margins on your chosen product lines allow for a commission structure that is both motivating for staff and profitable for the salon?
  - ☐ **Clarity & Transparency:** Does your team clearly understand how the retail commission structure works?
  - ☐ **Goal Setting & Recognition:** Are retail goals set collaboratively? Is progress tracked, shared, and are successes celebrated (beyond just commission)?
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## Pillar 3: Realistic Timelines & Non-Pushy Sales (Client-Centric Approach)

- ☐ **Consultative Training:** Has the team been trained on consultative approaches versus high-pressure "closing" tactics?
- ☐ **Needs Focus:** Is the primary focus of retail recommendations on genuinely solving client problems and helping them maintain their look/hair health between visits?
- ☐ **Respecting Lifecycles:** Does the team understand and respect realistic product usage timelines (i.e., not pushing shampoo every 6 weeks if the client bought a large bottle)?
- ☐ **Building Confidence:** Are stylists empowered and confident in making recommendations based on their expertise, avoiding the fear of being "salesy"?
- ☐ **Client History Tracking:** Do you have a system (digital or manual) to track client purchase history to inform future, relevant recommendations?
- ☐ **Avoiding "Hawking":** Is there a culture that discourages simply pushing products versus providing expert advice?

## Pillar 4: Transition Time & Team Selling (Collaborative Environment)

- ☐ **Buffer Time:** Are appointment schedules structured to include adequate buffer time for stylists to clean, reset, and properly conclude client visits without rushing?
- ☐ **In-Chair Conversations:** Are retail conversations initiated *during* the service (explaining products as they are used) rather than being tacked on only at checkout?
- ☐ **Front Desk Knowledge:** Is your front desk team trained on the key benefits and selling points of your core retail products?
- ☐ **Team Handoff:** Is there a clear, practiced process for stylists to communicate recommendations to the front desk for reinforcement?
- ☐ **Collaborative Culture:** Is team selling (stylist + front desk + assistants) encouraged and viewed as a shared responsibility?
- ☐ **Role Clarity:** Does each team member understand their specific role in the retail process (e.g., using the Team Retail Role Clarity Worksheet)?
- ☐ **Optimized Displays:** Are your retail displays clean, organized, well-lit, strategically placed, and inviting (using principles from the Retail Display Optimization Guide)?

## Measuring Success

- ☐ **Key Metrics Tracking:** Are you tracking key retail metrics beyond just total revenue (retail units per client, average retail ticket value, percentage of clients buying retail)?

**Action Plan:** Based on unchecked items, list 1-3 priority actions to improve your retail strategy this quarter:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_