

Salon Retail Success Guide: Protecting Your Product Sales

In [episode 45](#) of Marketing 100 on [The Salon Business Show](#), we break down the critical challenge of product diversion and how it affects your retail sales. This practical guide transforms our insights into a simple, actionable training plan that helps you and your team protect your retail business and better serve your clients.

How to Use This Guide

- Focus on one section per week during team meetings
- Practice scenarios together in pairs
- Track what works best for your salon
- Customize responses to fit your style

Section 1: Understanding Product Diversion

Key Points to Master

- What diverted products are
- How to spot them
- Why they matter to your clients
- Common places they appear

Professional Product Authentication Guide

1. Barcode Authentication

- Must be clearly printed, not blurry
- No signs of tampering or covering
- Original manufacturer barcode intact
- Look for "salon professional only" text

2. Batch Code Check

- Located on bottom or side of product
- Numbers/letters should be clearly printed

- Not scratched off or tampered with
- Can be verified with manufacturer

3. Packaging Inspection

- Original seal intact
- No signs of repackaging
- Label perfectly aligned
- Professional quality printing
- Consistent font and colors

4. Quality Verification

- Proper consistency and color
- Professional fragrance
- No separation or unusual texture
- Sealed properly with no leakage

Warning Signs of Diverted Products

- Removed/covered barcodes
- Missing batch codes
- Damaged packaging
- Unusual consistency
- Too-good-to-be-true pricing

Section 2: Client Conversations

Winning Phrases

- "Let me protect your color investment..."
- "Here's how to spot genuine products..."
- "We guarantee everything we sell..."
- "Would you risk your \$300 color service?"

When You Hear: "It's cheaper at CVS..."

- "I understand wanting to save money, and I'd love to explain why there's a price difference."
- "Let me show you something important about professional products."

- "See this barcode and batch code? This guarantees you're getting fresh, authentic product."
- "When you find our products elsewhere, they're often expired or compromised."

When You Hear: "Same product, why pay more?"

- "That's a great question. Let's look at them side by side."
- "Professional products often have removed barcodes when found elsewhere."
- "We guarantee everything we sell and can verify its authenticity."
- "Think of it as insurance for your hair investment."

When You Hear: "I'll get it online..."

- "I want to make sure you're protected from counterfeit products."
- "We price match with authorized retailers like Ulta."
- "You'll get our professional guarantee and guidance."
- "Plus, you can start using it right away for best results."

Power Phrases for Every Situation

- "Would you risk your \$300 color service to save \$10 on shampoo?"
- "Let me show you how to spot the difference between authentic and diverted products."
- "We guarantee everything we sell because we know exactly where it comes from."
- "Think of me as your hair doctor - I want to prescribe what's best for your hair."
- "I recommend this because I use it myself and trust it completely."

Section 3: Building Your Value Proposition

Your Professional Advantage

- Direct relationship with manufacturers
- Continuous product education and training
- Professional storage facilities
- Quality control processes
- Authentic product guarantee

Client Investment Protection

- Color service protection
- Extended style longevity
- Professional product warranty
- Verified product freshness
- Expert application guidance
- Customized recommendations

Convenience Benefits

- Immediate product availability
- Professional usage tutorials
- Regular maintenance reminders
- Easy product reordering
- Product reservation service

Building Trust Through Education

- Before/after result documentation
- Product authentication demonstrations
- Professional mixing guidelines
- Proper application techniques
- Storage recommendations
- Usage amount guidelines

Value-Added Services

- Complimentary consultations
- Product sampling program
- Loyalty rewards system
- Price matching with authorized retailers
- Professional product guarantees
- Expert troubleshooting support

Section 4: Daily Success Habits

Morning Checklist

- Check product displays
- Review authentication features
- Prepare client recommendations
- Note competitor pricing

After Each Service

- Discuss home care needs
- Show product benefits
- Explain authenticity features
- Make specific recommendations

Quick Tips for Success

- Focus on protecting their investment
- Show authentication features
- Share real examples
- Offer convenience solutions
- Price match authorized retailers

Remember: You're not just selling products - you're protecting your clients' investment in their hair health and your professional services.

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.