



Customer Relationship Building:

- Go around to check in with each customer midway through their service to make sure they are happy and see if they need anything.
- Make conversation with every client that comes in either before or after their service. Find out where they live, what they do for a living, if they have a family, or something else personal about them.
- Before a customer with an appointment comes in, check their customer profile in Mind Body for information you can ask them about like their family, job, new house, vacation, etc.
- Find out each customer's polish preference when they come in. Make suggestions based on the types of colors they like.
- For new customers, find out how they heard about us. If they were referred, find out which customer referred them. Email this customer to thank them and offer them a free service upgrade next time they come in.
- Ask regulars if their friends come to Bellacures as well. If not, ask them if they would be interested in bringing a friend (only new customers) and they can get a free service upgrade (okay which upgrade with your manager first).
- Suggest Bellacures for work events, kids birthday parties, and girls nights out to your regulars.
- Practice complimenting and showing gratitude to everyone that comes in. Think of five unique ways to compliment someone each day. Share ideas with other front desk staff members.
- Ask the manicurists after each service, if there is anything you need to write down about that customer's preferences.
- Suggest customers bring in their significant other, family member, or close friend to treat them around key holidays as a gift option (Christmas, Mother's Day, Valentines Day). Tell them you'd love to meet the people they are close to.