

involved in creating the look."

This full-on and in-depth consultation clearly works for Sassoon, the directional hair leader citing 35 percent of its clients as having colour.

THE CHAPEL'S PASSION

Around 75 percent of The Chapel's Tunbridge Wells and London salon clients have colour and totally non-colour appointments are becoming much less common. "We never use discounting to sell," says The Chapel's co-owner and award-winning hairdresser, Amanda Dicker.

"Our staff promote colour to their guests on an individual basis and as they all do both colour and cutting, it's easier for them to 'sell' the services enthusiastically. It's all about the total look!

"We also promote our passion for colour in our on-line salon magazine, through PR and marketing and we have a colour postcard in our Gold Pack – a little gold box of info we give to all new guests."

To help sell colour, The Chapel team constantly educates guests in a subtle way using consumer-friendly language about the benefits and potential of great hair colour. And they don't sell specific services or techniques, but focus on a combination that will create the look a client really wants.

"We make sure our teams are very comprehensively and consistently educated on products, techniques and trends," says Amanda. "This way they tend to be confident, passionate and unlikely to need motivating. I make sure I spend time coaching them on both the technical side and the guest relations angle where I think my colour obsession rubs off! We always encourage our colour clients to re-book and we never discount."

RAINBOW SHADES

Up in central and west Scotland, the most popular services at Rainbow Room's salons are tint re-growth, highlights and partial colour with 30 percent of clients booking through its bespoke online booking system. Through the 12-strong group, around 1000-plus clients per week have colour, which equates to 37 percent of the company's business.

This well-established successful salon group doesn't have any need to drive colour via special offers. "Word of mouth is the best form of marketing and every colour client is an advert for your salon," says Glasgow-based Rainbow Room International founder and Managing Director, Alan Stewart.

An extensive colour section on its price menus details the different salon services, making it plain that colour is part of Rainbow Room's client philosophy. "All of our stylists do a colour consultation as part of their service and everyone is trained in colour so we don't rely on colour technicians," explains Alan.

At the end of the year at the company's annual congress, awards are given for the amount of colour services undertaken. If a stylist aims for promotion in Rainbow Room's career system, they have to achieve a certain percentage of colour services to clients, the percentage varying depending on the level and experience of the stylist. "This incentive alone keeps our colour business very healthy," says Alan.

FRANCESCO GROUP'S STRATEGY

The Midlands-based Francesco Group tends to rely on its colour manufacturer to manage any specific colour promotions, which invariably revolve around a new product or colour launch.

But when it comes to tangible growth for its colour business, Francesco Group's Managing Director, Ben Dellicompagni has a crystal clear strategy. "In our group

of 36 salons, 50 percent of our clients have a colour service," says Ben. "And that 50 percent generates 34 percent of salon revenue.

"Our goal is to take that 34 percent to 40 percent by targeting our non-colour clients and persuade them into having colour. Now to do that successfully, it's vital that we equip our staff with the right people skills. >>



Hair: Rainbow Room International Artistic Team, Glasgow
Makeup: Lee Pearson
Clothes styling: Bernard Connolly
Photography: Ruben Paris

"FOR CLIENTS WHO FIND FULL COLOUR SERVICES TOO LENGTHY, A FLASH OF PARTIAL COLOUR TO EMPHASISE THE FOCAL POINT OF A HAIRCUT CREATES A WALKING ADVERT FOR THE SALON EVERY TIME"

Mark Leeson