

5 THINGS YOU NEED TO KNOW ABOUT LASH EXTENSION TRAINING





1. Why Professional Lash Training is Essential

Professional training is essential as our eye area is sensitive and delicate. Aside from making us beautiful, our eyelashes are sensory hairs used to protect our eyes from foreign matter, therefore it is important to care for them, and maintain them appropriately.

Eyelash extensions are amazing when done correctly and you should be able to continue wearing them forever! They have taken the beauty industry by storm and are becoming more popular every day.

Incorrect eyelash extension application can lead to many undesired results, some serious and permanent, not to mention visually displeasing.

These undesired results, may include:

- Broken Lashes
- Bald Spots
- Itching / burning
- Infections
- Pain / discomfort
- Permanent traction alopecia

In addition, aesthetically, some incorrect applications look like "spider legs", are too long, contain "gaps", criss/crossed or may fall out quickly due to inferior adhesive.

Some adhesives have dangerous chemicals and can cause pain, burning, redness and watery eyes.

All the above is easily avoided when a therapist is trained correctly and care is taken and our reputable products, used.

2. Hidden Costs They Don't Tell You About And Why Cheaper Training Ends Up Costing 350% more

In the beginning, it may seem tempting to select a kit and training that appears to be more affordable, however in the longer term it will cost you more.

Poorly trained therapists will very quickly require additional professional training if they are to retain and grow their business, and improve their service to ensure client satisfaction.



Unfortunately, the therapists do not often recognise that their existing service is not "up to scratch".

And many clients will not be prepared to have a second poor experience, and will go elsewhere, eventuating in lost sales and lost clients.

In addition:

- After some therapist experience, you may find that you don't actually have sufficient products to offer a variety of styles to suit each individual client and you will be forced to purchase more products to provide a full service.
- Tested and safe products are essential as inferior products can be dangerous, painful and damaging.
- Often, adequate training is not provided which results in the therapist lacking confidence and potentially causing major lash damage which will lead them and the salon to develop a poor reputation - costing you loss of existing clients, \$\$\$ and new business opportunities.

3. How To Generate More Sales From Your Existing Client Base

Most Salons' revenue is primarily generated through waxing, nails, hair and laser work. Why not incorporate the premium lash service to your offering?

A happy lash client will be an ongoing, regular client who will come in to your salon/ clinic every 2-3 weeks.

As a result, during quieter periods, your lash clients will always be there to bring in regular income, and importantly, you also then have the opportunity to up-sell them to your other products and services.

You'll be providing your clientele with a holistic product and service offering, keeping them happy, beautiful and confident with this new industry leading service!



4. How To Become The Obvious Choice For Lash Extensions Whilst Still Achieving Premium Prices!

The Secret? Be Consistently Exceptional!

Always aim to exceed client expectations, deliver what you promised and go that extra mile. This is a simple philosophy, yet so many salons don't deliver on their promises, resulting in reduced business opportunities.

Deliver what you promise and you will never have to compete with lower priced competition who are usually using lower grade products, are time poor, and even worse, potentially damaging the clients' lashes.

Be fabulous with what you do and how you do it, including your service, your salon, products, simple booking and follow up systems, educated staff and clear pricing. Make the lash extension process an "experience" for the client.

A happy client is a loyal client. Simple, yet true!

5. Let The System Do The Work for You

Another simple way to increase your sales, is to have a system that operates easily and efficiently.

When you look at the McDonalds principle, you always know what you're going to get, and this then sets the expectation.

The expectation is then managed by delivering the same product time after time. And if your staff are trained with the "system", your customers will always be delighted with their end result.

Do you have a system that you can rely on, and works well for your staff, your clients and your business as a whole? Or is there room for improvement with your current system?

I would be delighted to assist you with reviewing and improving your current system. I'm just a phone call away on 9374 4417.